

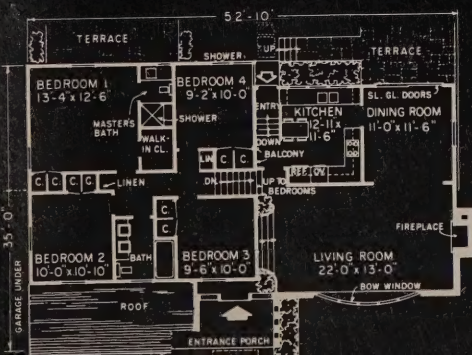
HOW TO CHOOSE

# HOME PLANS &

30TH ED

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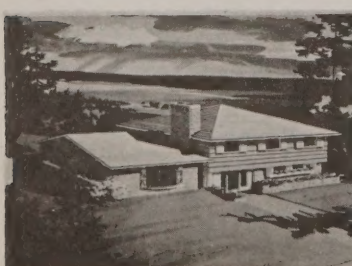
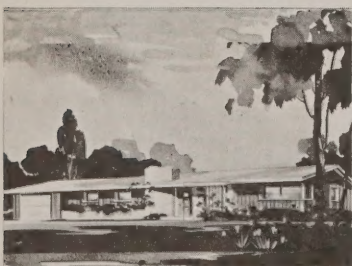
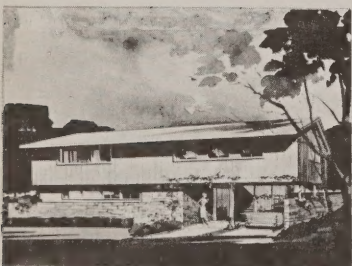
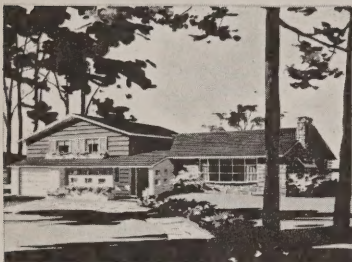
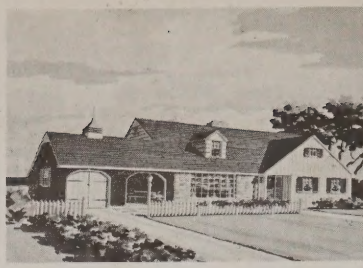
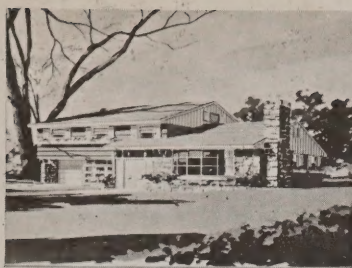
# PRODUCTS



- ★ 50 Popular Home Designs
- ★ Building Blueprints Available
- ★ FREE Product Information







With houses of all types and sizes presented in this book you are sure to find exactly what you have been looking for...a house perfectly suited to your good taste and the living requirements of your family. The first thing you will notice about this group of outstanding home designs is the great variety represented—every type of home, every size range and every basic design style. One will prove to be exactly right for you.

As you study these distinguished designs, keep in mind these important points:

- Each home has been designed by a professional architect with many years of experience in designing homes for builders and discriminating owners. Each home has been designed according to the living tested principles exposed from over 20 years of residential experience.
- Cost of plans is extraordinarily low. Usual design fees run up to 9 percent of final building costs. You save hundreds of dollars by ordering plans from this book...a saving made possible by the fact that other families like your own are building the same design in other areas of the country.
- The building blueprint package includes five sets of complete working drawings—one for you, others for your builder, lender and subcontractors. Plans are engineered for greatest possible cost savings in material and labor; they meet and exceed the standards of the FHA and building codes.
- Many thousands of families have built homes from our plans. Over 10 percent of our requests for blueprints come from professional builders who know the quality and thorough engineering of these plans through past experience.

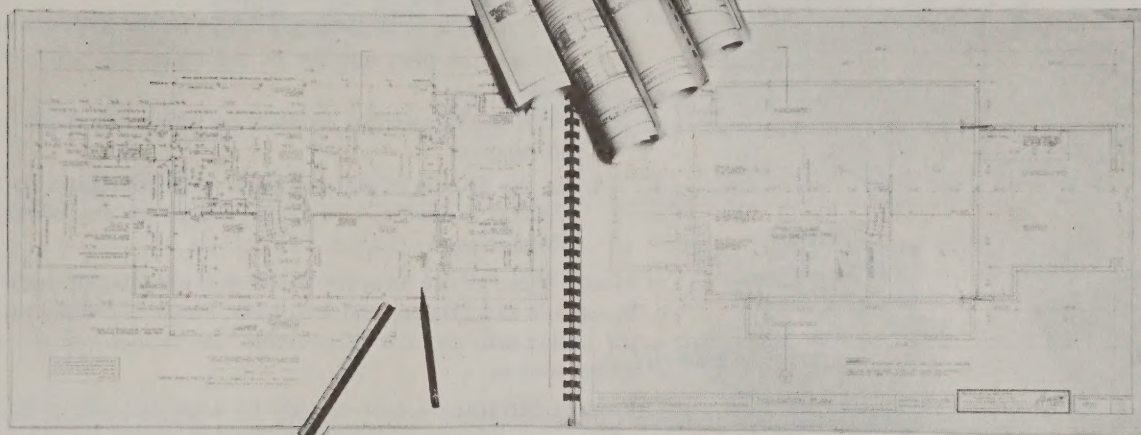
Study the designs carefully; that alone can be a wonderful family adventure. Mail the convenient order form for blueprints of the house you choose along with your request for the product information. You'll then be all set for the most meaningful and happiest experience your family will ever have—the building of a truly fine home.



**About -**

# **BUILDING BLUEPRINTS**

**For Your New Home**



## **You will need :**

- 1. 5 SETS OF WORKING DRAWING BLUEPRINTS.** These should be complete for cost estimating and building and designed to meet the new National requirements of F.H.A. They must be drawn to the required 1/4"–1'0" with details at larger scale and prepared under the supervision of a professional licensed architect.  
A Set of Specifications (description of materials) for F.H.A., Conventional or V.A. mortgage requirements for each set of plans.  
A Plot Plan Diagram for mortgage, insurance and building department use for each set of plans.
- 2. LUMBER & MILL LISTS** for cost finding and material ordering specifying the various pieces of lumber required for your specific house. 3 Copies are sufficient for your needs.
- 3. PRODUCT INFORMATION** on the material and equipment you want installed in your new home. The choice must be made when you receive your plans and before construction begins. You may request free product literature when you order plans.

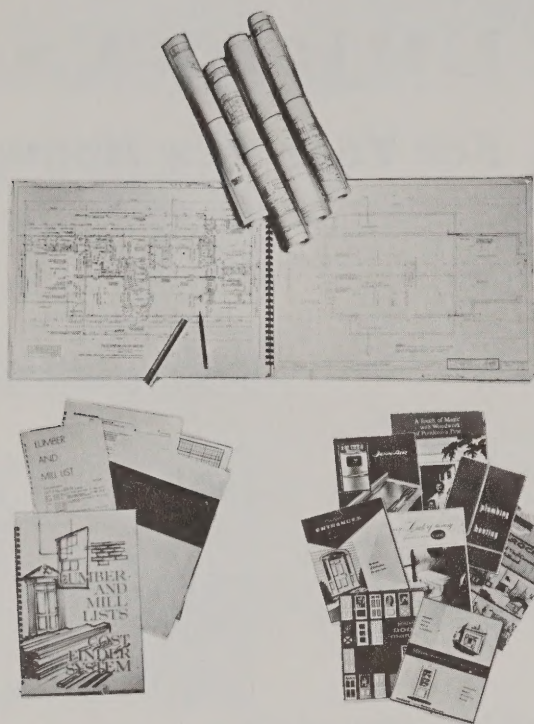
The above BUILDING BLUEPRINT PACKAGE is available for \$49. For single and multiple sets, see next page.



**See next page for order forms**



## It's quick and easy to obtain blueprints



## and product booklets . . . .

Use the coupon below to obtain low-cost professional building blueprints for your new home—and FREE booklets on any of the products shown in this issue. (Sorry, none of this literature may be sent unless you order blueprints.) Here's all you do:

1. Print your name and address legibly on the indicated lines.
2. Indicate the plan number of the home for which you want blueprints.
3. Circle the numbers of products on which you desire additional information.
4. Put the coupon in the mail with your remittance for the blueprints as indicated. There is no charge for any of the product information.

Master Plan Service pays for parcel post shipping of your Building Blueprints and Lumber and Mill Lists. Please allow at least 10 days for postal delivery. For more immediate service, see air mail rate on the coupon.

Product literature is sent directly by each manufacturer. Booklets offered are subject to change or discontinuance by the individual manufacturers. Please disregard product numbers that do not correspond to listings in this book.

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- How to choose a good design
- What's new in home building
- How to ease wash-day chores
- How to select your building products
- How to order building blueprints
- How to plan for family activities
- Financial value of home ownership
- Popularity proven designs
- It's time to build

## SPECIAL FEATURE:

Big Iowa family likes handsome  
new home.

**Cover artist**

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Which type of Home Plans and Products reader are you...

1. One who is seriously and immediately interested in building a home of your own?
2. Or one merely dreaming of it sometime in the future?

We of course welcome readers in either category and are sure this issue will be of great value to both. You with immediate intentions to build will, on one of these pages, find the home you have been looking for and will be able to proceed without delay. And you who have less definite intentions will find a host of valuable ideas for future reference.

However, if you are in the second category, this is a good time to think about establishing a firm schedule for obtaining your new home. Every day that you postpone the decision is one more lost opportunity to start on the road to the only true security a family can every have.

Consider, for example, what would happen in the next 10 years if you were to start right now with the construction of a house costing \$20,000. With modern financing methods, your immediate cash outlay could be as little as \$2,000. But let's be conservative and assume you will put down \$3,000, taking on a mortgage of \$17,000. In 10 years, if present trends continue, your house will have increased in value at least to \$25,000 and your mortgage balance will have declined through monthly payments—much like rent—to a point where your equity will be \$12,000 or more. Your initial investment will have grown by four times! Moreover, you will have saved hundreds of dollars each year in Federal income taxes by deducting mortgage interest charges and real estate taxes.

No other type of investment offers this wonderful combination of security, growth in equity, and better living for your family. The best time to start with this unbeatable investment program is right now. The best place is right here—with the book that is in your hands.

Study the plans on the pages that follow. Select the one that meets your family's needs, and send in your order form soon. You will always be glad you did.

The Editors





■ As you look through the pages of a plan book, it is fairly easy to spot the designs that are generally suitable for your family—the right number of bedrooms, large enough kitchen, adequate bathroom facilities, and so on. But that's just the first step in selecting the house that is exactly right for you and that you will enjoy for many years to come.

## How to choose a good design

*Look carefully for the signs  
of true livability*

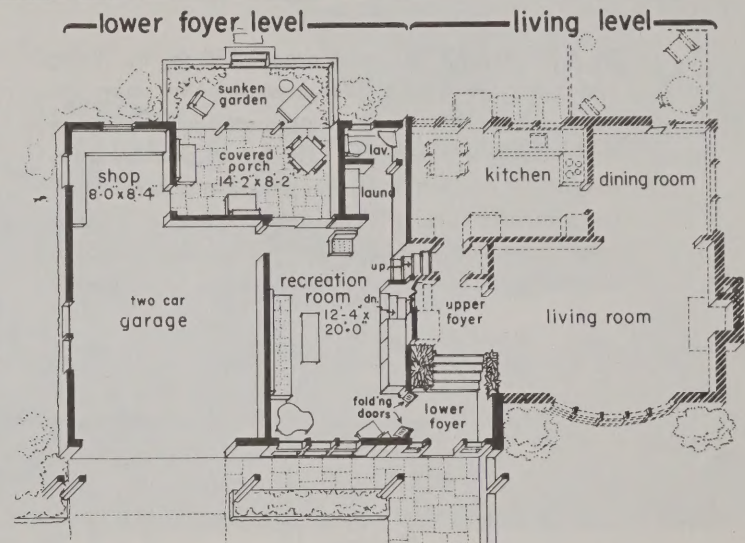
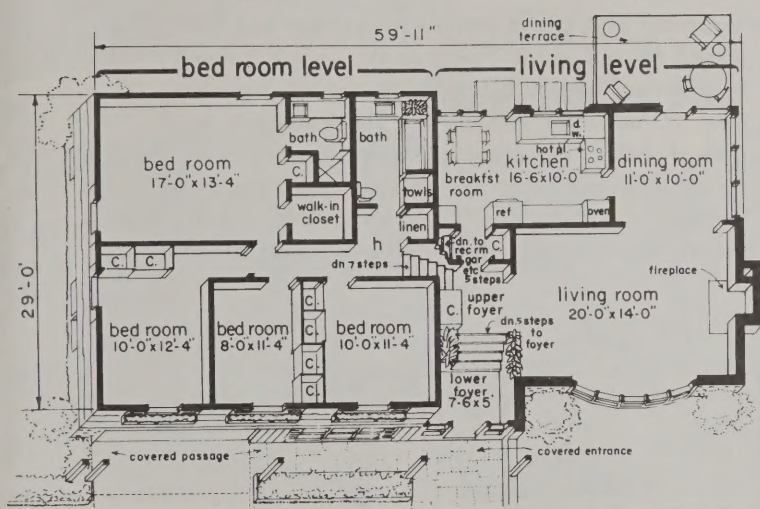
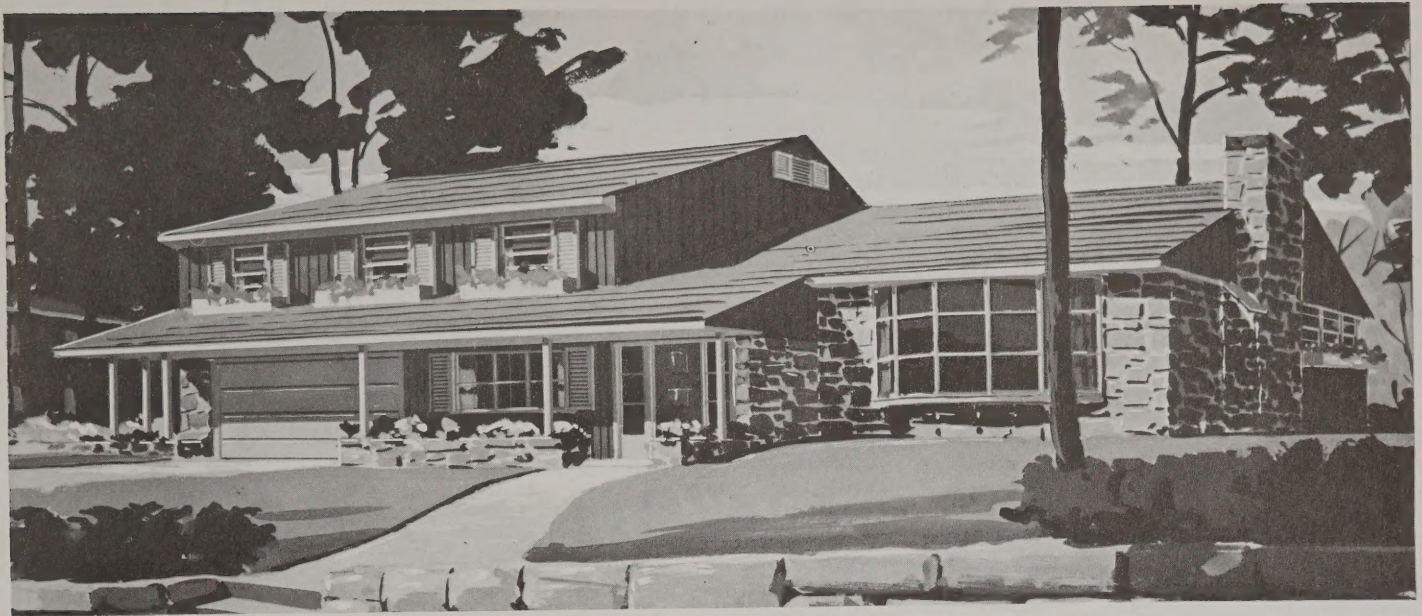
Very often it's the design element that you don't see at first glance that makes a home either truly livable or not. Here are several examples of the type of questions you should keep in mind as you make a detailed analysis of a home design:

1. Is the pattern of traffic circulation efficient? Can you go, for example, from the front entrance to the bedrooms or the kitchen or the recreation room without going through the living room? Will traffic flow interfere with furniture placement? If traffic moves too close to a wall, that wall is made useless for furniture—or furniture placed there will be a hazard.
2. Is there sufficient wall space in bedrooms? Bedroom walls typically have more openings for doors and windows than any other room—often with the result, in a bad design, that there is no really suitable place to put a double bed.
3. Is there breakfast and snack space in the kitchen? In these servantless days, most families find it advisable to include sufficient dining space in the kitchen for the whole family to be able to sit down for informal meals.
4. Is there a more formal dining area? Even with dining space in the kitchen or an adjacent informal family room, chances are you will need a more formal dining area—no doubt connected with the living room—for entertaining.
5. Is there a workable service entry arrangement? Many home designs fail to provide an adequate answer to the question, “where do we take the garbage out?” Obviously, the front door is not the answer. Every home needs a service entrance for this purpose, for deliveries and to give access to meter readers and such.
6. Is the private area really private? Bedrooms should be clearly separated from the living area of a house so that they are both quiet and secluded from view. In a good design the architect provides a “buffer” zone of closets, hall space and perhaps bath facilities between living and sleeping areas.

These are just a few of the questions to ask in determining a home's livability. Probably you have many others of your own, perhaps based on “pet peeves” about your present home.

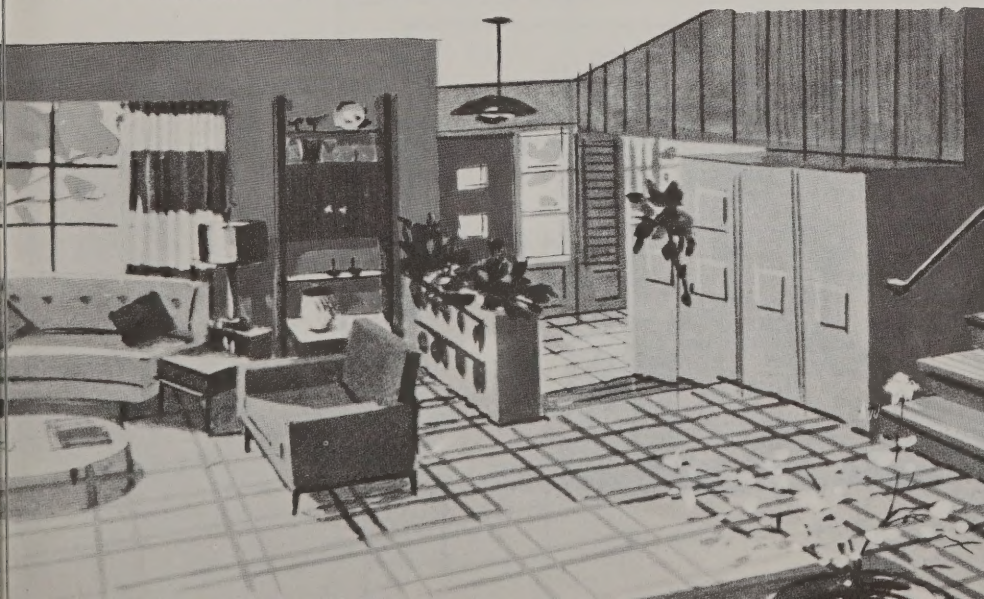
As you study the plans in this book, you will see that our architects and designers have kept these same questions in mind. The result is a collection of homes of great variety in style and size—but of great livability in every case.



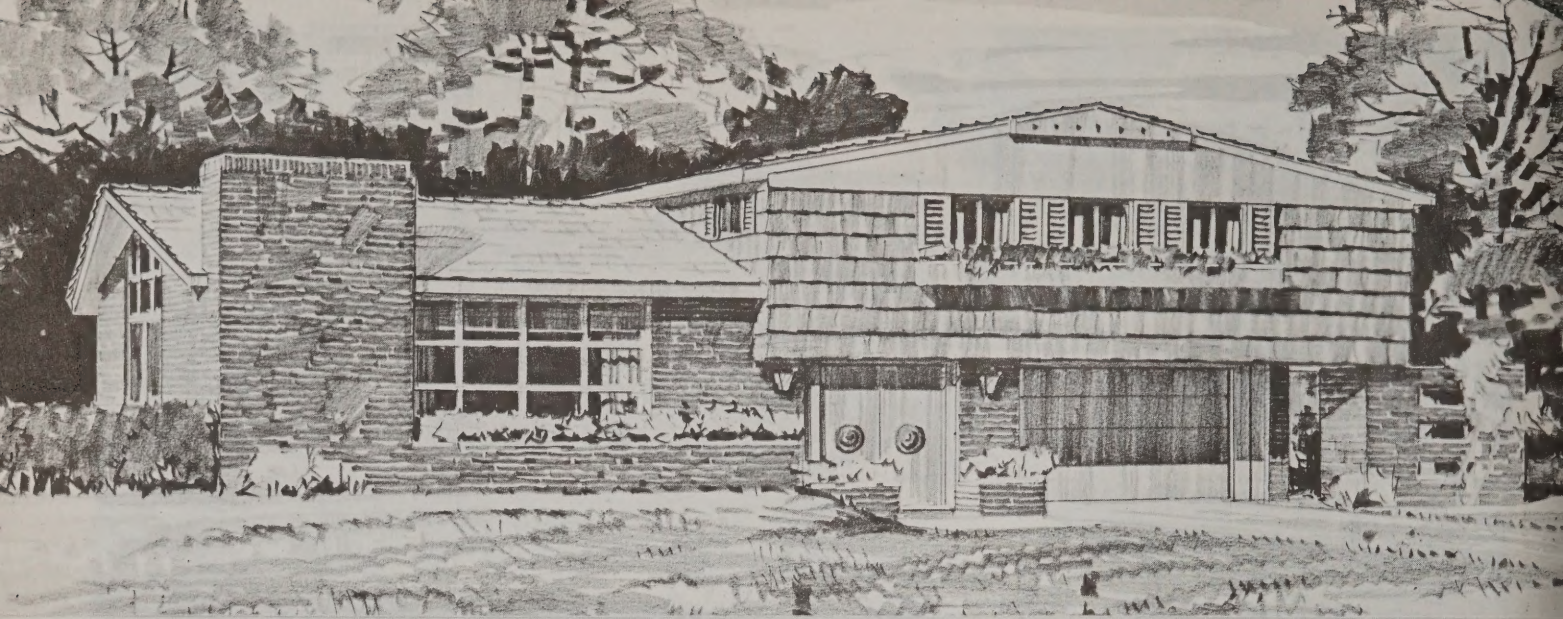


**PLAN P-495**—House area 1,672 sq. ft. on living and bedroom levels. A warm, friendly house for a large or growing family — four good bedrooms, with kitchen, dining and living on a scale to match. This plan retains the best features of an old-fashioned farmhouse and adds all of today's space and labor-saving devices. Split level construction saves many steps, compared to a two-story house, and it gives extra advantages — recreation room level plus a basement, and outdoor living areas that are handy for daily family living as well as entertainment. The kitchen is big and has plenty of space for family meals, but there the resemblance to traditional models ends.

HERE, eating and traffic are off to the side, so kitchen work can go on without interruption. And the kitchen is full of all sorts of modern conveniences that Grandma never knew — automatic dishwasher and the separately built-in range and oven units. Today's favorite L-shaped living-dining area separates the two functions adequately, yet lets each borrow space from the other when needed. The old days have no parallel for today's luxurious plumbing, well-exemplified here — two baths back-to-back on the bedroom level, lavatory and automatic laundry directly below them, with sink and dishwasher close by on the intermediate level — the whole making up a compact cost saving plumbing layout. In the bedrooms and all through the house, there is a wealth of storage for every purpose, located just where it is needed. Central hallway and stairs give absolutely perfect circulation in all directions and to all levels.

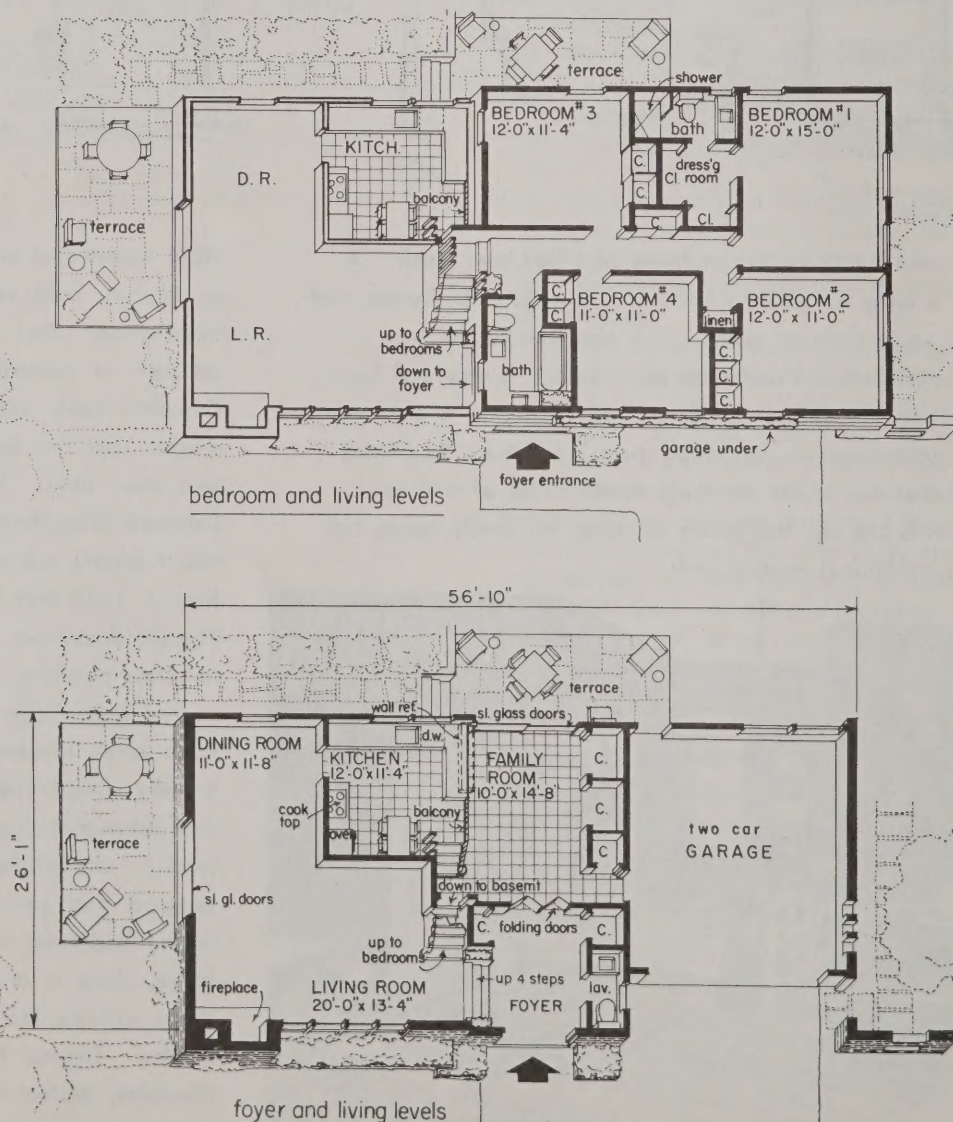






**PLAN P-627** — House area 1,550 sq. ft., (living and bedroom levels). An exceptionally smart exterior gives this four-bedroom split-level home a wonderful first impression. The broad chimney gives weight to the left side, keeping the exterior well proportioned. An offshoot of the chimney forms a long, low planter under the living room window. Overhang of bedroom level creates a dramatic

horizontal feeling and shelters the garage and front entry. Pierced masonry wall on the right is isolated from rest of house, but helps to support bedroom level. Grade-level foyer permits direct access to any part of the house without going through any other. Family room and kitchen are dramatically separated by balcony and four steps. Bedroom level includes two luxury baths, a dressing room and eleven closets.

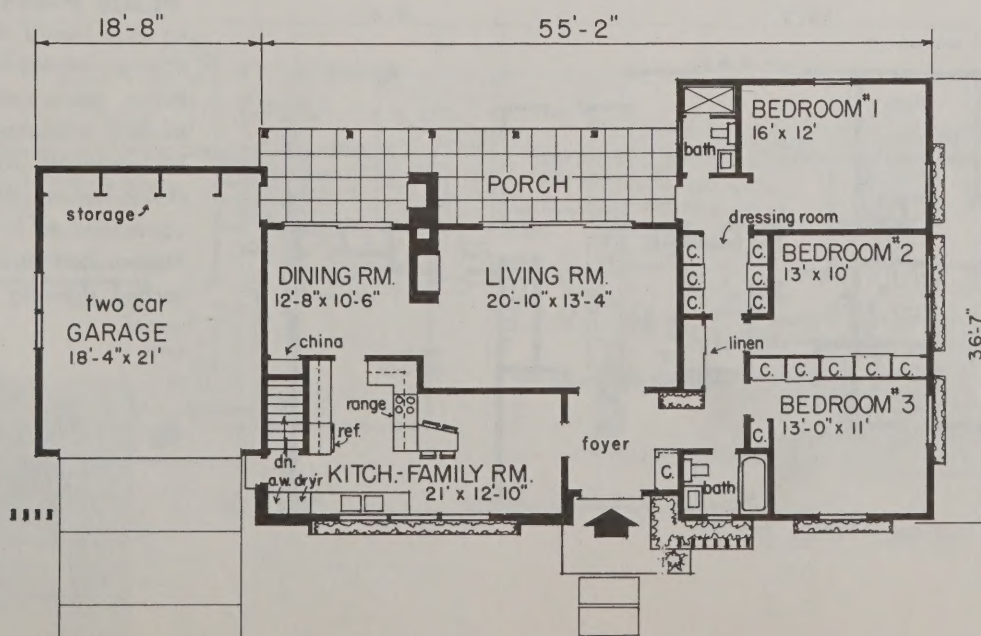




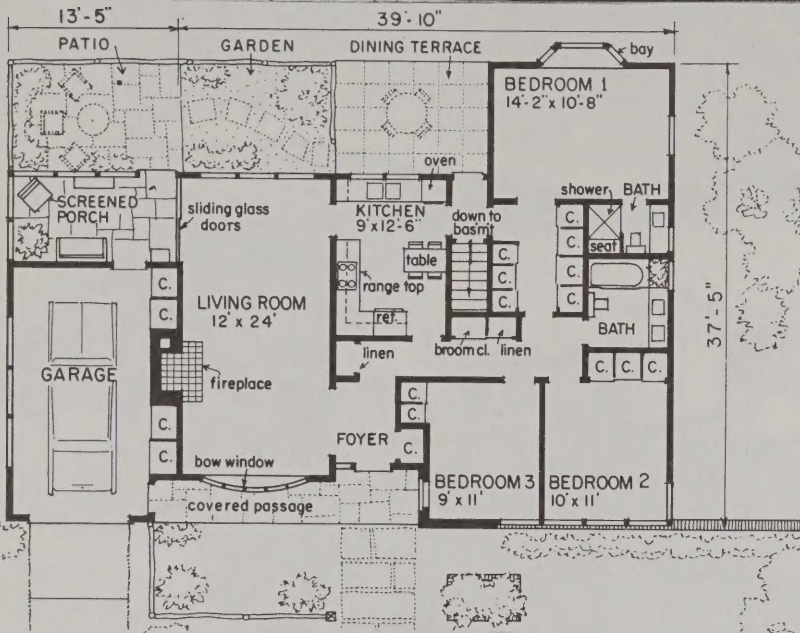
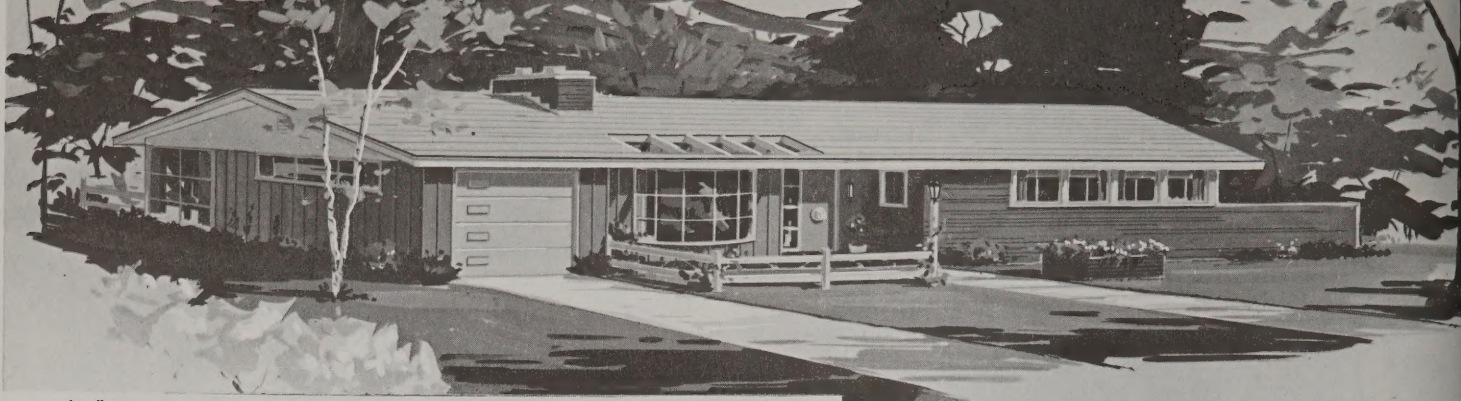


**PLAN P-619**—House area 1587 sq. ft. Whether on a lovely lake, in a rural town or in a busy community this attractive home will offer the same comfort, work-a-day ease and pleasure. Its assurance of satisfaction lies in the conscientious planning that went into the location, size and arrangement of every room; the determination

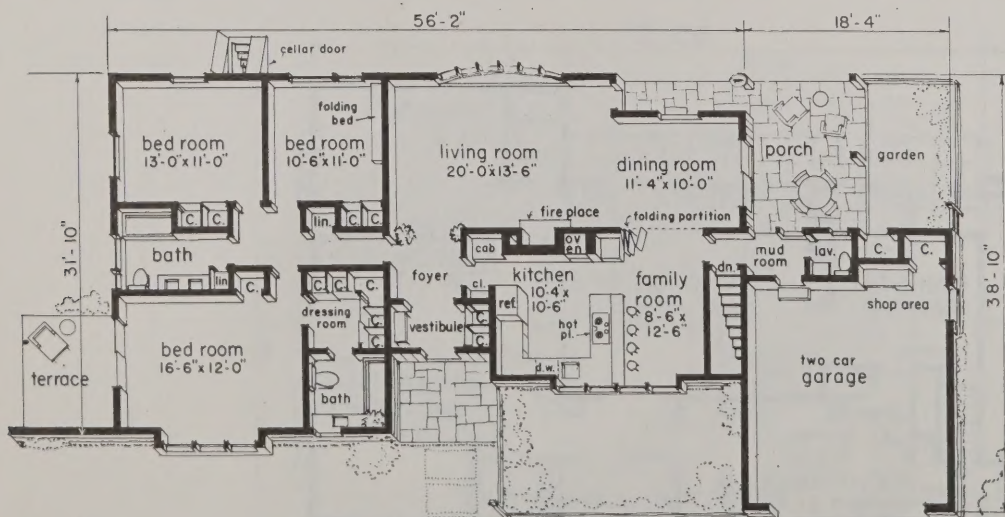
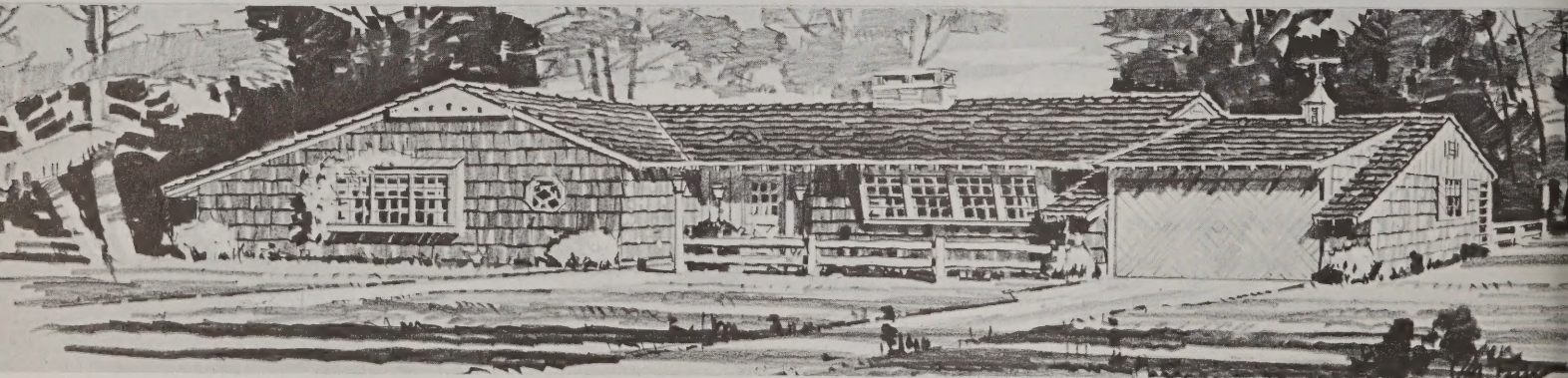
was to design a perfect three bedroom house of medium proportions. Note the small hall area, no waste space, bedrooms zoned for privacy and quiet, well located baths, generous closet space, efficient kitchen, direct access to basement from outdoors, storage in garage and large private porch.



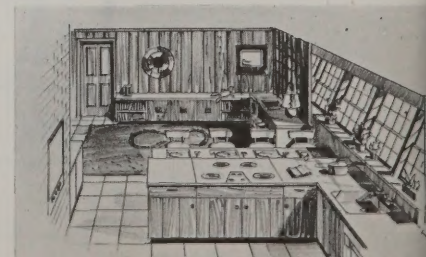




**PLAN P-661** — House area 1,194 sq. ft. Large front-to-rear living room is an outstanding element in this one-story design. Bedrooms are grouped away from the rest of the house for privacy. Garage is forward to allow for a door at front giving access to the house, to provide a screened porch at the rear and to create large glass opening from living room to porch. Master bedroom has a corridor-type dressing area. Porch, patio garden and terrace provide admirably for outdoor living.



**PLAN P-445** — House area 1,613 sq. ft. Here's the elusive vine-covered cottage, storied in song but seldom seen. Rustic, warm exterior covers a home of modern efficiency. A high spot is the kitchen-family room at the front. See sketch below. Mudroom service entry is convenient to family room or basement. Master bedroom has private bath, attached dressing room with large closet space.

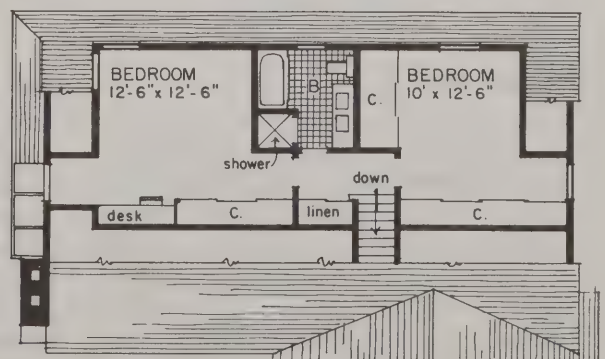
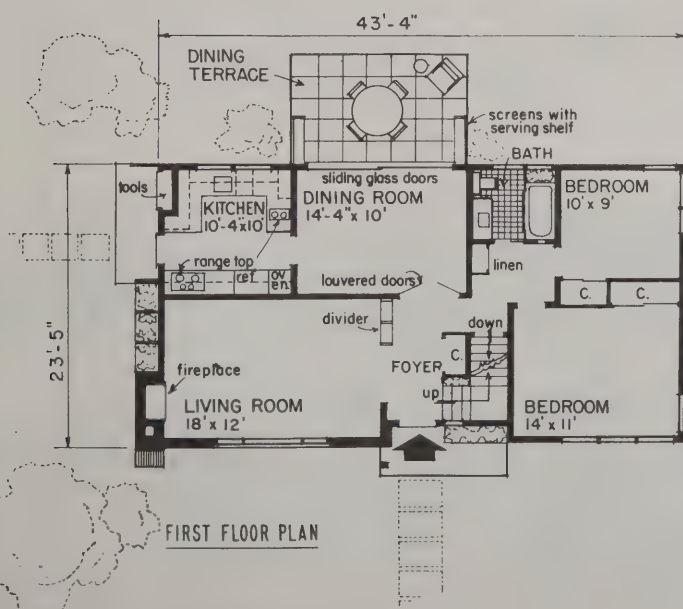




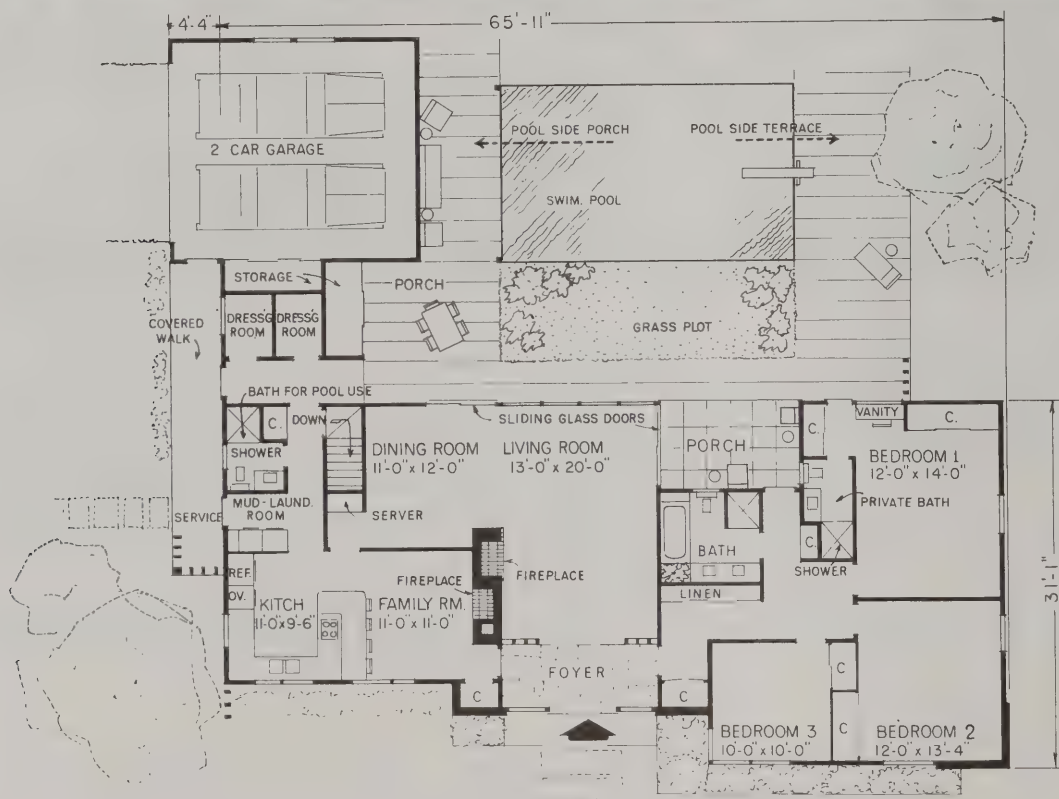


**PLAN P-641**—House Area 990 Sq. Ft. on first floor, 550 on second floor (Expansion Attic). This inviting, homey cottage of modest proportions offers a lifetime of living for a growing family. The expansion attic takes care of the growing; it may be finished room by room when the need arises. When completed, it

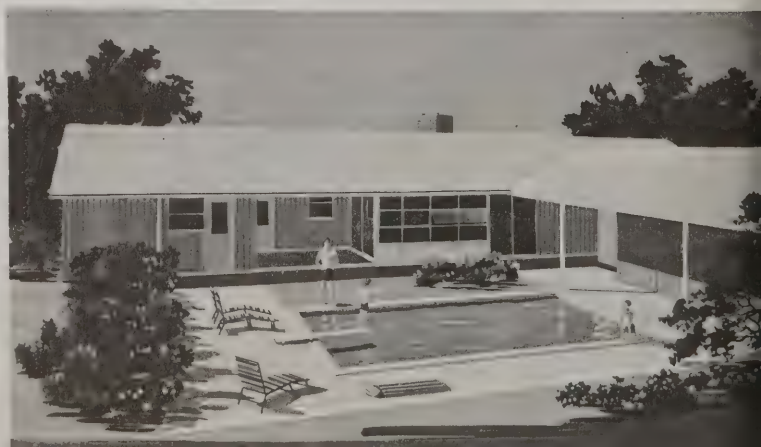
adds considerable value to the home. The first floor room arrangement provides maximum use of area with minimum lost space for halls. Efficient "U" shaped kitchen open to rear terrace and log burning fireplace provide excellent living comfort and pleasure.



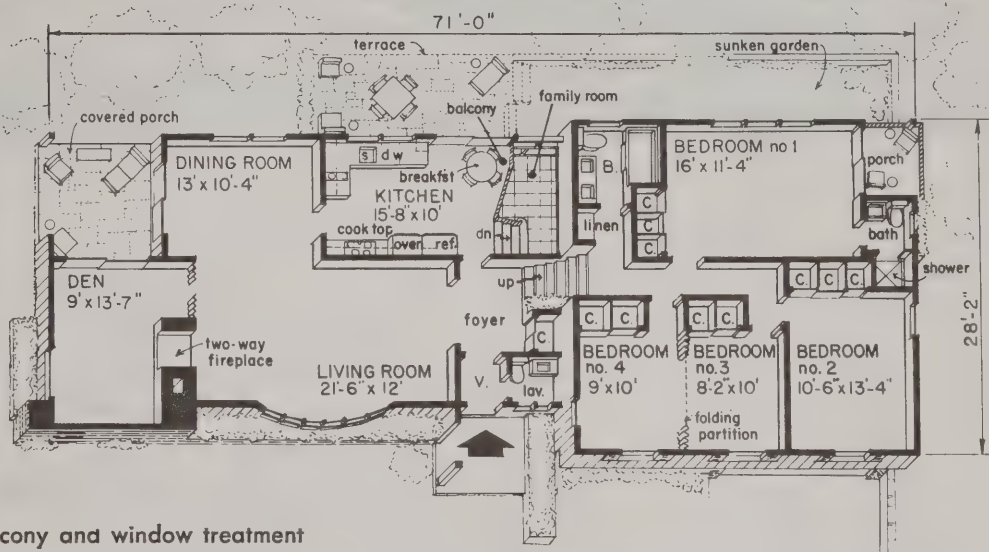
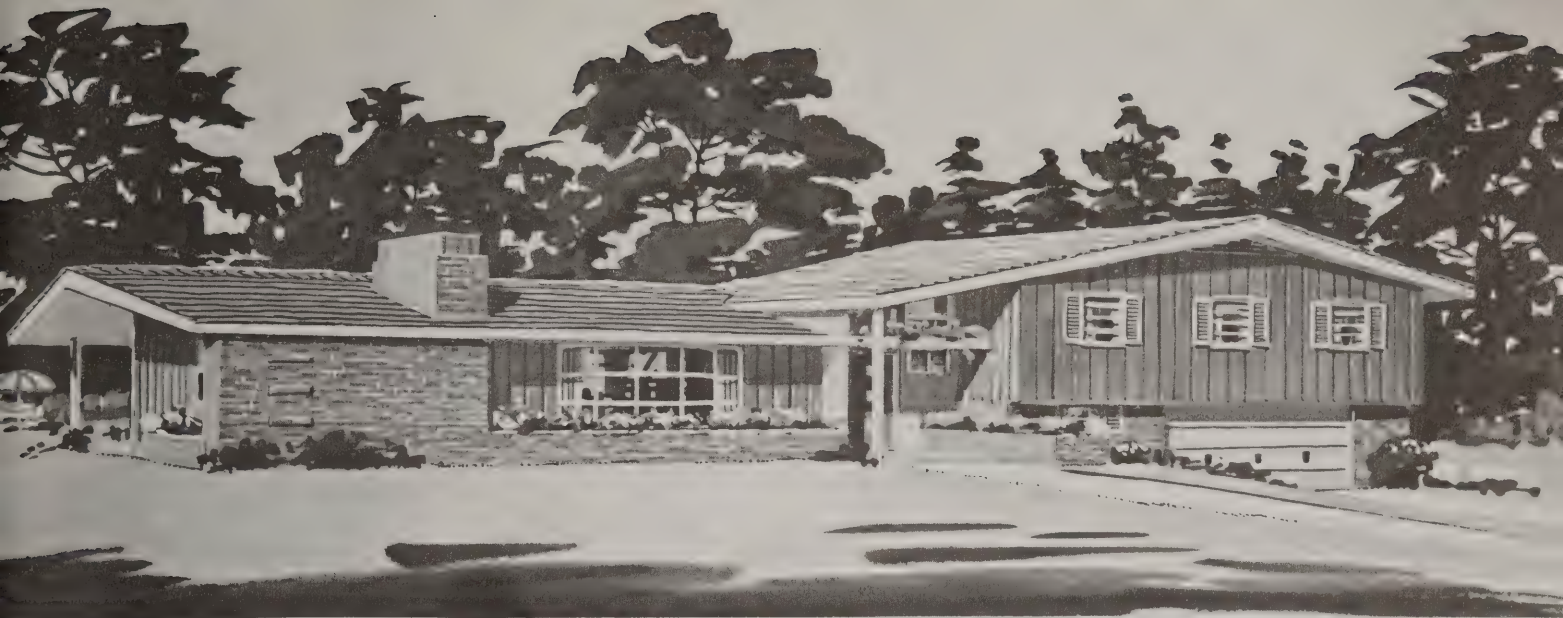




**PLAN P-783** — House area 1,765 sq. ft. Prestige and efficiency are designed into this sprawling ranch . . . an updated version of the rugged western homes. Note how the "L" shaped plan embraces a private swimming pool area. Front entrance is given proper design importance by the double doors and flanking side lites. View from the foyer across 20 foot living room and through wall of glass in the rear is dramatic and impressive. Zoning of service, living and sleeping area is expertly handled for privacy, quiet and efficiency . . . traffic circulation perfectly controlled. Three full baths provide ample service for a large family.



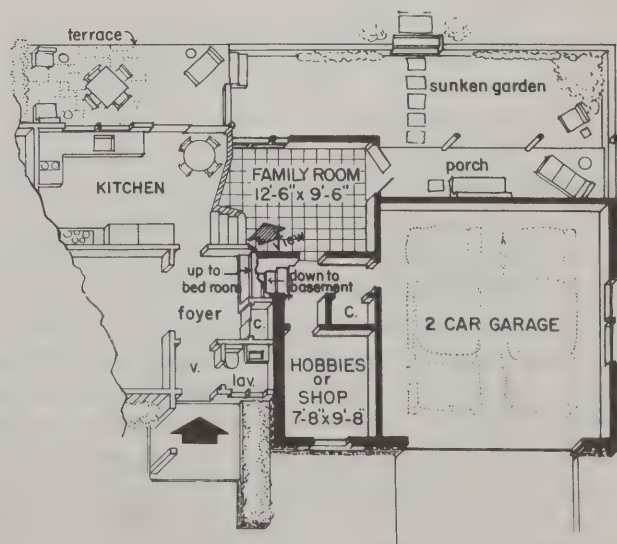




LIVING ROOM, BED ROOM LEVELS

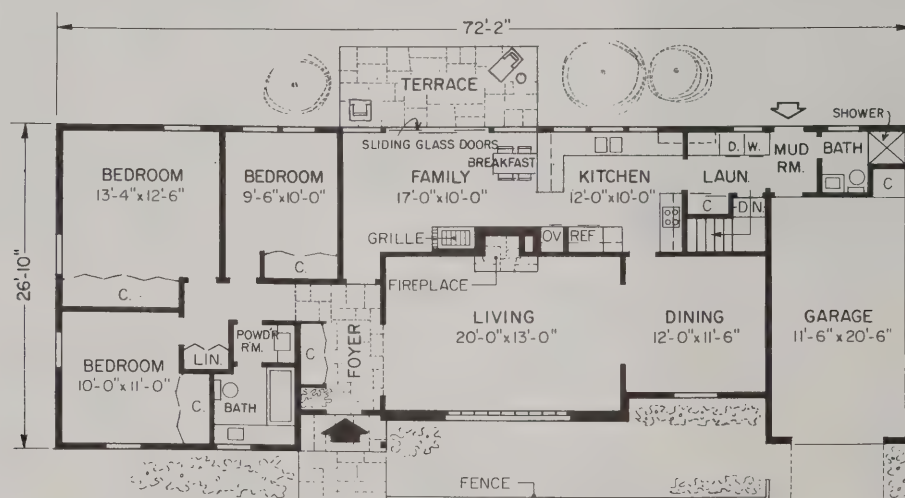
PICTURED ABOVE is the fascinating balcony and window treatment of the kitchen and family room (See view arrow on lower plan). Note the spacious feeling this lends to the area.

**PLAN P-589**—Area 1673 sq. ft. on living and bedroom levels. 71 foot long split level home shows deep appreciation of both family and formal living. 4 bedrooms are arranged on the upper level to provide maximum closet space. There are 2 baths (one for master bedroom) and an interesting balcony-type porch, which overlooks the sunken garden. Directly under the bedrooms is the bonus space of this split level design (see plan at right) — a bonus because of its low construction cost. Being located under another portion of the house, this area takes advantage of the economy factor of basement construction, yet has the advantage of being on grade level with full sized windows and doors for light and accessibility. The casual family areas are located here, a balconied family room, a hobby shop, a covered porch, and a sunken garden. The kitchen on the intermediate level is over 15 feet long and but four steps up for family room service and children supervision. The more formal areas are also contained on the intermediate level. The large foyer, living, and dining rooms are tied together as a unit and have access to both the private den and rear covered porch. Lavatory at main entrance is powder room for guests as well as for family. In addition to all of the above, there is a full height basement under the living room level.



FAMILY ROOM, SHOP, GARAGE LEVEL





**PLAN P-791** — House area 1,496 sq. ft. Early American architecture promoted the design of this 3 bedroom home. The exterior with its board and battens, large stonework, use of shutters, small gable windows and dutch door provide the flavor. Inside, although the open fireplace hearth occupies the place of honor on the center wall of the living room, the balance of the plan retains none of the early deficiencies. Closets are built in and generous. The two baths are indoors and efficiently located, the kitchen is compact and equipped with worksaving devices. Like the Early American however, the sizzling steak can be watched cooking on the open grill in the family room. Laundry facilities are a far cry from the old wash tub.





*Here's an opportunity to receive free information  
on dozens of quality materials and equipment items*

## How to select your building products



On the next page—and other special pages throughout this issue—you will find listings of several dozens of the finest products available for your new home.

In addition to the information on these pages, each listing offers you further valuable material on these products—beautiful brochures, many in full color, that you may receive at no extra cost when you order construction blueprints for any of the houses shown in this issue.

In each case, the products shown are of the highest quality available. The manufacturers offering the additional information are leading firms in their fields with well-deserved reputations for quality and integrity.

Probably in the course of building your home you will have reason to use products in nearly every one of the categories represented. Therefore, it's wise to get all the information you can now—even before you begin to negotiate with builders and dealers. In working with these professionals, it's always a good idea to be able to “talk their language.” You, the builder you choose and the dealers supplying the materials and equipment will then be more certain to have the same understanding of what you want and need in your new home. The fully-illustrated brochures make it easy to point to a photograph and tell the builder, “I want that one”.

The matter of selecting products is one of critical importance to the success of your building program. The right ones can make your home more livable, more comfortable, even more valuable—often at little extra expense, if any. In fact, the information you receive through this exclusive Product Information Service could in many ways help to save you money—perhaps hundreds of dollars—by helping you to avoid expensive mistakes.

There is no charge for any of the information, and of course no obligation to use any of the products. You will find complete instructions for ordering the literature at the front of the book, including a convenient method of asking for all of it by making one check mark.

The Product Information Service is an easy, convenient way to obtain material that will help make sure your home is truly outstanding. By all means take advantage of it.





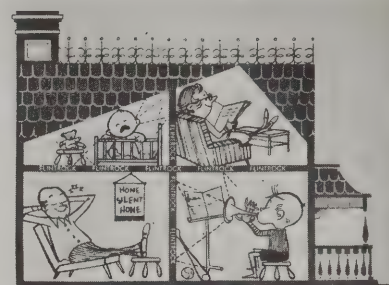
# YOUR BUILDING PRODUCT SELECTOR

## HOW TO REDUCE SOUND TRANSMISSION IN BUILDINGS

Problems in sound control can be reduced to the simple relationship of wanted sound versus unwanted sound. These unwanted sounds which are distracting and disturbing we refer to usually as noise. Sound exerts an influence on the very living processes of work, play, and rest. In the design of buildings where these living

processes take place, the sound factor is important to the architect just as heat, light, and ventilation are important considerations.

Send for free 8-page booklet that discusses in detail the problems of sound transmissions and how to solve them.



FLINTKOTE GYPSUM PRODUCTS AND ASSEMBLIES  
ARE  
THE ANSWER TO YOUR SOUND TRANSMISSION PROBLEMS

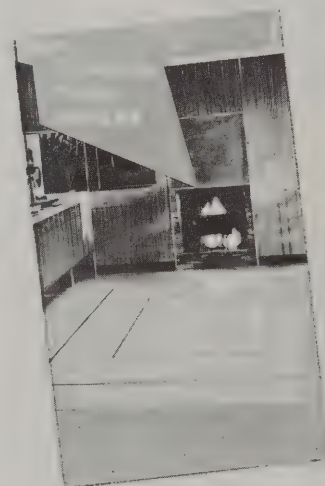
THE FLINTKOTE COMPANY

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## HOW TO KEEP YOUR FLOORS LOOKING NEW

Asphalt & Vinyl Asbestos Tile floors are uniquely durable and easy to maintain. With proper installation and reasonable care, they will provide colorful, lasting beauty for many years. One of the most important precautions is that to make sure the floor is protected from damage that can be inflicted by the legs of furniture. Chairs and other light furniture should be equipped with smooth, flat glides, 1 to 2½ inches in diameter. Heavier pieces

should have non-staining composition furniture cups under the legs if they are seldom moved, or casters with soft rubber treads at least ¾ inches wide, if they are frequently moved. These and other easy-maintenance suggestions are included in a brochure from the Asphalt and Vinyl Asbestos Tile Institute, representing the leading manufacturers in this important field. Single copies will be sent promptly, at no charge.



ASPHALT & VINYL ASBESTOS TILE INSTITUTE.

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 2 ON COUPON PAGE

## RUBEROID SOVEREIGN ROOF SHINGLES

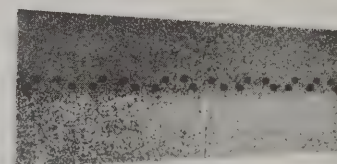
A heavyweight, asphalt shingle with superior resistance to weathering and wind. A roof shingle with extra beauty and ruggedness designed for the finest homes.

Sovereign shingles weigh approximately 300 pounds per 100 square feet — 25% heavier than ordinary asphalt roof shingles. This additional weight means a heavier felt has been used and more asphalt saturant — the ingredients which determine shingle life. Add to this heavier, larger, granule rocks and Sovereign provides the most perfect balance of essential ingredients. The Ruberoid Sovereign shingle is warranted for 25 years of trouble free service.

In addition to long life, Sovereign shingles have the famous self-sealing feature. A special sealing agent a product of Ruberoid research is factory-fused to each shingle. After application to the roof the heat of the sun softens this adhesive and bonds every tab firmly to the shingle below. Ruberoid Sovereign shingles carry the Underwriters Laboratory Wind resistance label plus a Ruberoid five year written wind warranty.

Available in White and six other trend colors selected by nationally famous Color Helm.

THE RUBEROID CO.



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# YOUR BUILDING PRODUCT SELECTOR



## TEXTOLITE®...LAMINATED PLASTIC

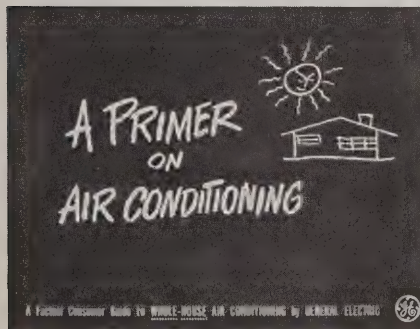
Fresh, appealing and popular best describe General Electric Textolite® laminated plastic for use in the home. Textolite adds warmth and beauty and, at the same time, provides built-in durability in a surfacing easy to clean and keep like new. Textolite provides the home owner with a wide selection of truly trendsetting abstract designs that provides color matching and blending opportunities.

Textolite has a wear-resistant melamine

surface that is color-fast, resistant to scratches, stains, and heat up to 275°F, and easily cleaned with a damp cloth or soap and water. Typical residential applications for Textolite laminated plastic are: bar rails, bar tops, cabinet tops, counter tops, doors, drain boards, room dividers, shower stalls, sink tops, splash boards, vanity tops, vanity fronts, splash boards, any exposed work surface.

GENERAL ELECTRIC COMPANY, Laminated Products Dept.

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 4 ON COUPON PAGE



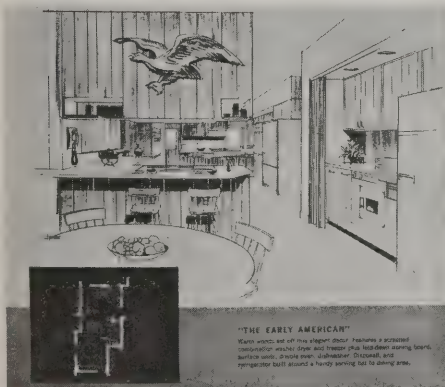
## WHAT YOU SHOULD KNOW ABOUT AIR CONDITIONING

No doubt comfort is one of your chief objectives in planning to build a new home, and perhaps you have considered whole-house air conditioning as one of the best ways of achieving it. The year-round Spring-time climate provided by air conditioning is a sound investment. It increases property value, reduces noise from outdoors, eases laundry and house cleaning work, improves health and dispositions. A fact-filled "Primer on Air Conditioning" from

General Electric gives you all the information you will need for obtaining and operating an economical, efficient, air conditioning system. Subjects covered include: why a house gets hot, how air conditioning keeps it cool, how units are rated, how to save on operating costs, what type air conditioner you should have, how to get your money's worth, facts about quality installations, how to compare contractors' bids, even how to pay for air conditioning.

GENERAL ELECTRIC COMPANY, Air Conditioning Dept.

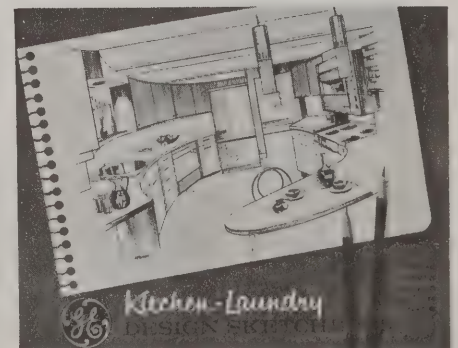
SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 5 ON COUPON PAGE



## IDEAS FOR KITCHENS & LAUNDRIES

Over 30 designs and layouts for kitchens and laundries for modern electrical living. These designs are complete and ready to use, or you can use them as a spring-board for own ideas. The kitchens and laundries are both illustrated and "blue-printed". They feature General Electric major appliances, radio-intercom, lighting, stereo, and television.

Attractive 27 page kitchen-laundry "DESIGN SKETCHBOOK" available free.



GENERAL ELECTRIC COMPANY

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# YOUR BUILDING PRODUCT SELECTOR

## YOUR HOME DESERVES DOORS AND WOODWORK BY MORGAN



Free 44 page DOOR MANUAL.

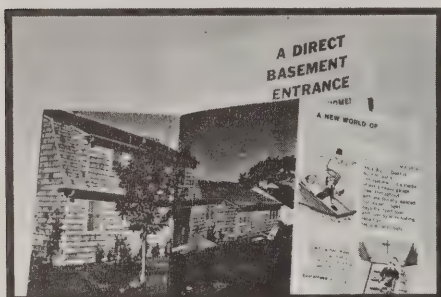
Is your home going to be Contemporary, Conventional, Colonial or Provincial? See the complete selection of more than 100 exterior and interior door designs that are available to you from the manufacturers of Morgan Woodwork. Our colorful 44 page Door Manual pictures designs for every style — every taste — every pocketbook. Doors and woodwork are the permanent furniture of your home. They should be chosen with care for lasting beauty from a name you can trust for the finest craftsmanship. Look for the MORGAN TRADE-MARK—Your assurance of quality—backed by more than 100 years of customer satisfaction.

**MORGAN COMPANY**



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## BILCO DIRECT ACCESS GIVES FULL VALUE TO BASEMENT



**SERVICE ENTRANCE** Service and maintenance men can use the BILCO Basement Door without disturbing family activities on the first floor level.

**TRACKING ELIMINATED** when you plan a direct entry to basement from outside, you avoid needless traffic through first floor rooms (and on the first floor carpeting too!)

**BASEMENT STORAGE IS EASY TO REACH**, large, bulky items go easily and quickly through your BILCO Door.

**A ROUTE TO SAFETY** the perfect emergency exit, too! Just seconds from the basement to yard.

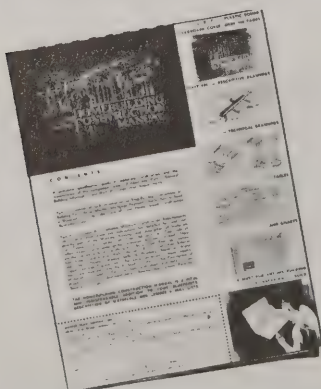
**WIDE AND DIRECT** Your wide opening BILCO provides essential elbow room for taking furniture and other materials directly to the basement. Goodbye to marred walls in first floor rooms and hallways.

**THE BILCO COMPANY**



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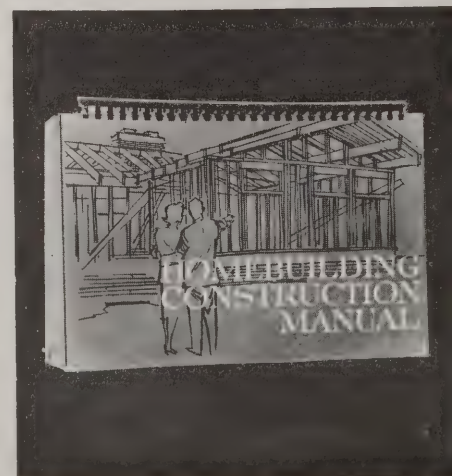
## NEW 300 PAGE HOMEBUILDING CONSTRUCTION MANUAL



Sample pages of HOMEBUILDING CONSTRUCTION MANUAL in this free literature.

The information contained within the covers of this unprecedented publication is not available at any other single source. Truly an encyclopedia of home building, its range covers such important items for the layman as "HOW TO READ A BLUE-PRINT" to "HOW TO TAKE CARE OF YOUR HOME".

All types of heating and air conditioning systems are illustrated and completely analysed, i.e. FORCED WARM AIR, HEAT PUMPS, STEAM, HOT WATER, ETC. Over 400 descriptive drawings illustrating all phases of home construction, — related to standard specification sections, together with garage plans, information on electric wiring, roofing, masonry, foundation types, etc., and particular construction for various national areas.



MASTER PLAN SERVICE, INC.

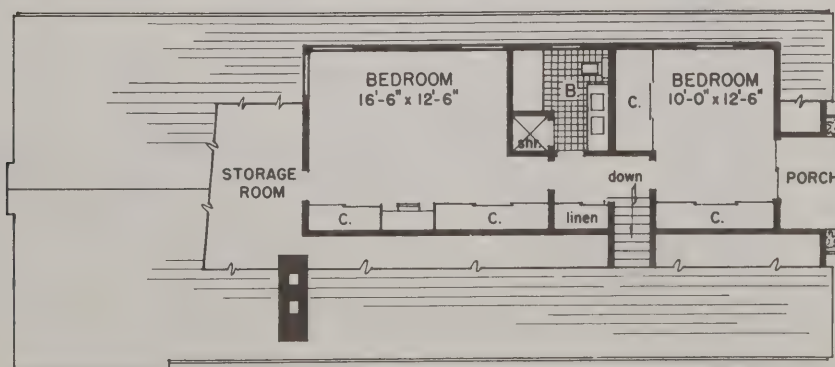
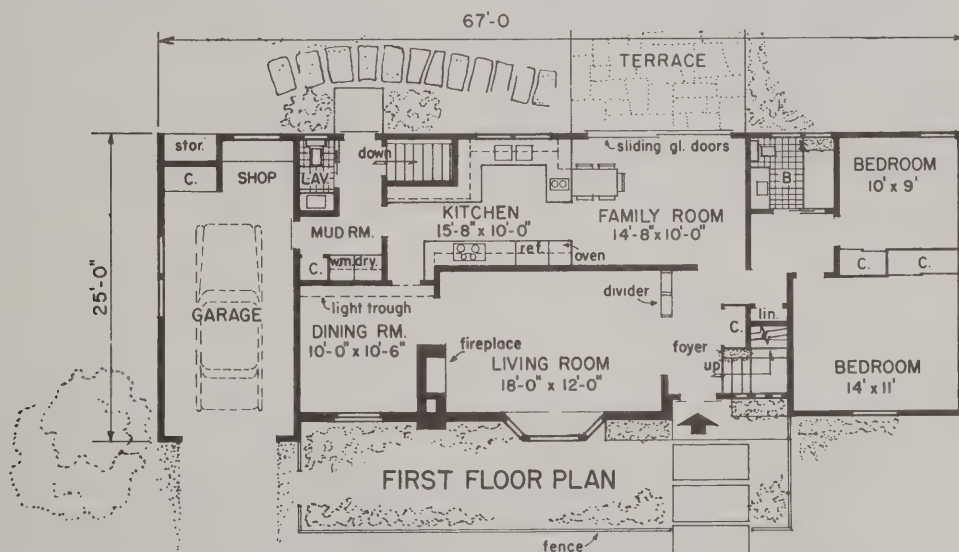
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**PLAN P-639**—House Area 1279 sq. ft. on first floor, 606 sq. ft. on second floor (expansion attic). An extremely charming and attractive story and a half home, economical and full of surprises. Over 40 feet of kitchen-family room combination, four bedrooms (two

may be finished later when needed), formal living room with octagonal bay window, efficient mud room service area and island type log-burning fireplace. Unique feature is the balcony-type porch on second floor which can be seen in architect's drawing above.

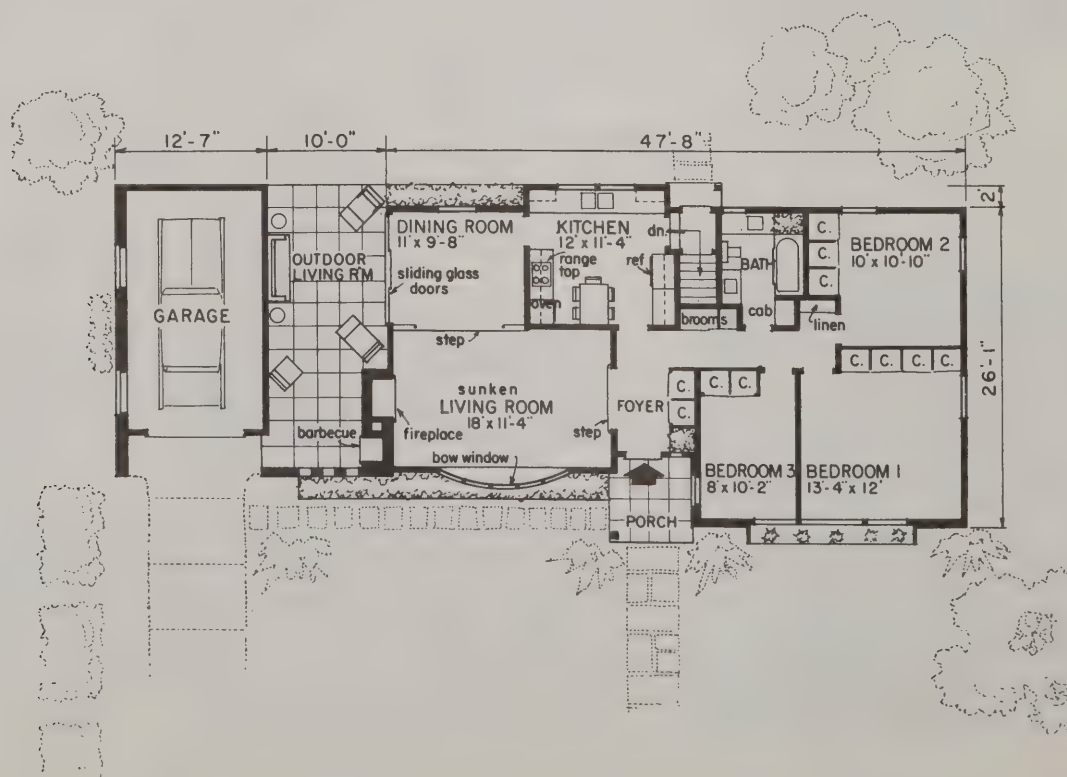




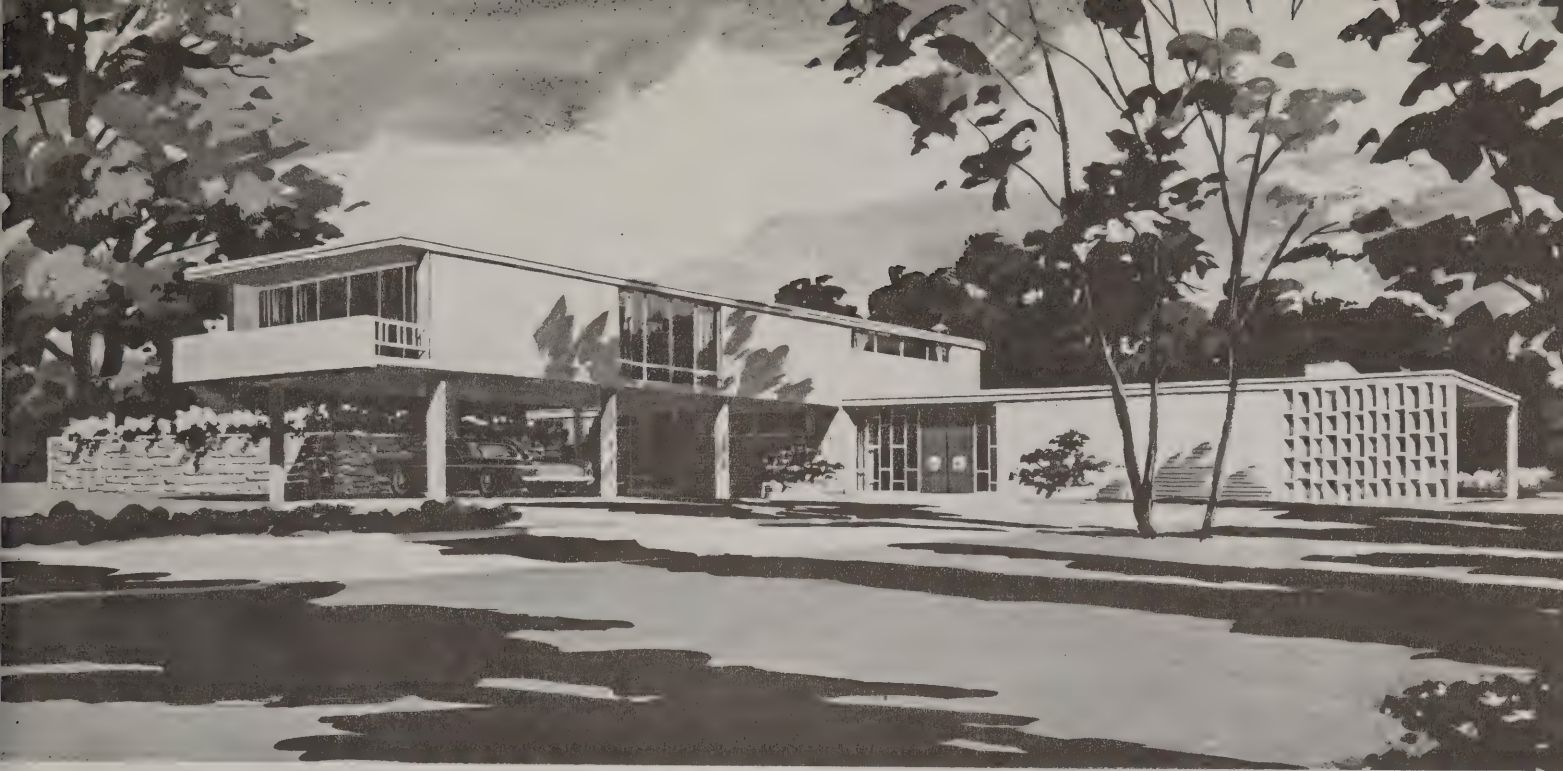


**PLAN P-662**—House area 1122 sq. ft. A well located outdoor living room and a unique use of a masonry wall, change the appearance of this modest sized home into one of luxury. The attachment of the garage in this manner extends the length to an impressive 70 feet because the pierced brick wall gives the home an all-in-one look. The outdoor living area has privacy and is well located for dining and living room access. The built-in barbecue adds a final touch of efficiency.

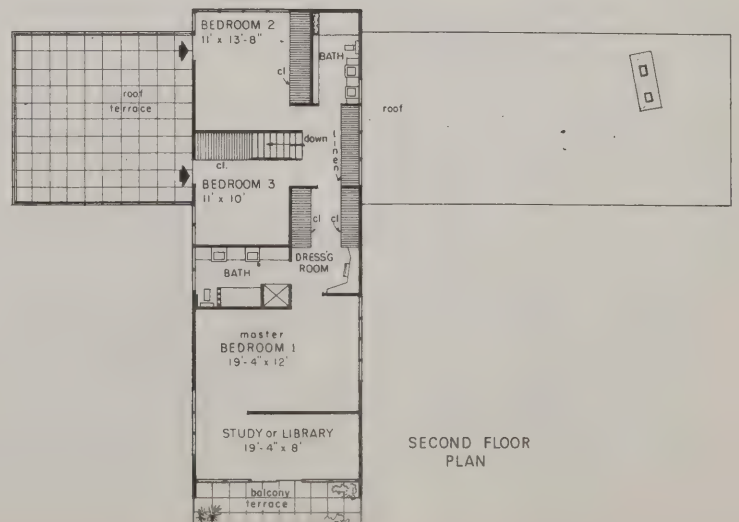
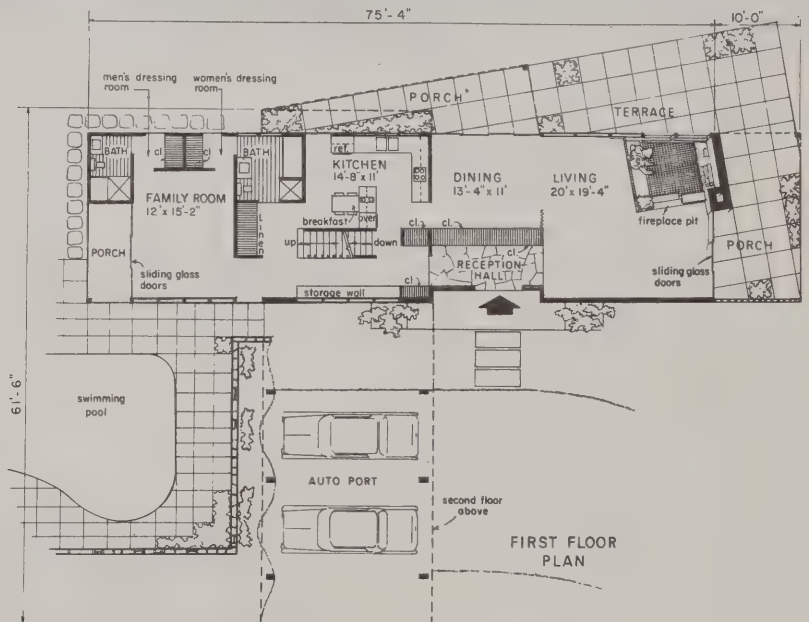
The bedrooms, serviced by a Hollywood-type bath, offer privacy and quiet. Efficient kitchen is a step saver. Other noteworthy features are: Direct access to basement from service door, large broom closet, sunken living room, log burning fireplace, numerous closets, covered front and rear entrance, glamorous bow window, angled sided plant shelf at bedroom windows and a generous amount of brick on the exterior.



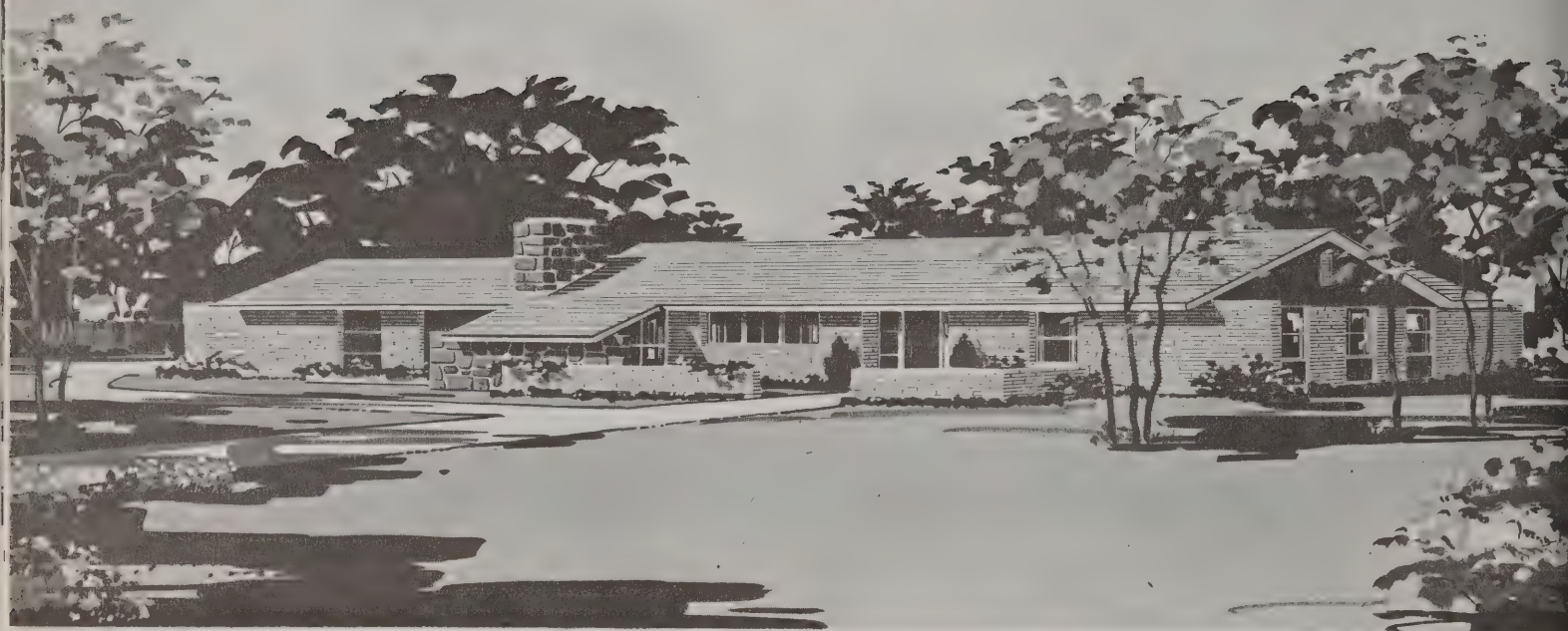




**PLAN P-742** — House area 1,452 sq. ft., first floor, 1,120 sq. ft., second floor. Luxurious modern living is provided in the ultimate by this distinctive two-story design. Bedroom level — called a penthouse — is "turned" at a 90-degree angle from the first level and is almost entirely open below. This creates a dramatic exterior appearance, and an equally interesting view from inside. Open area under the bedrooms provides sheltered parking, close by the beautiful front entrance. Other outstanding design features include the sunken fireplace pit in living area, family room with dressing rooms and bath for pool use, huge master bedroom suite with sleeping area, library, balcony terrace, private bath and dressing room. Flagstone floored reception hall provides excellent traffic circulation.

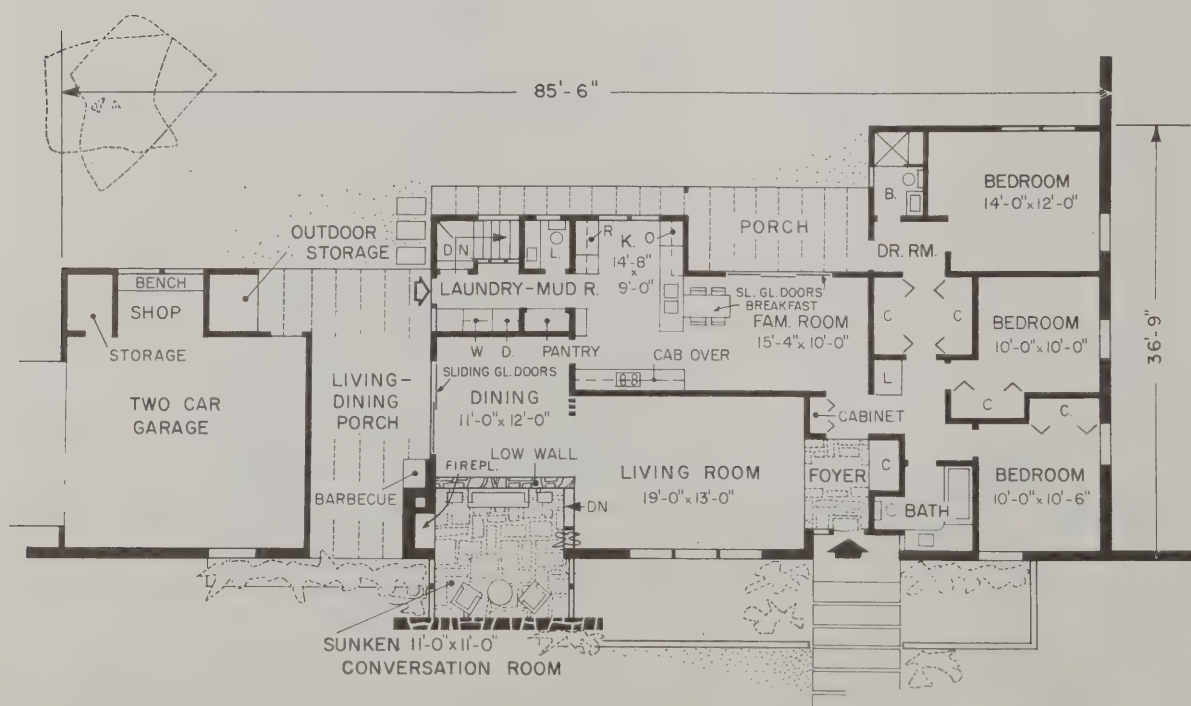






**PLAN P-797** — House area 1,768 sq. ft. Dramatically conceived three bedroom home with living on one floor has an outstanding feature for interesting living . . . the sunken conversation room. Its 121 square foot size augments the living room for guest entertaining . . . before dinner refreshments or evening conversation. Drama is designed-in by

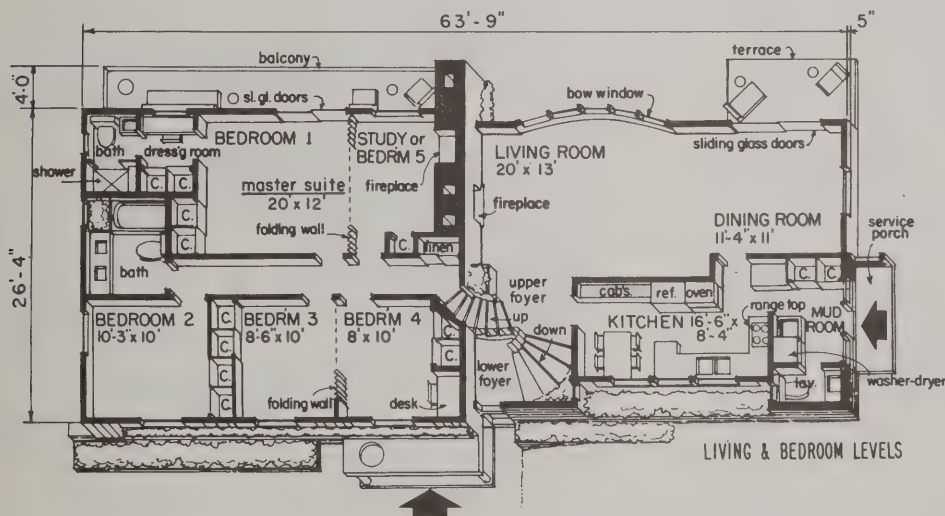
straight stone wall in front, slanted ceiling, sunken flagstone floor, stone fireplace, low interior stone wall and the extension of the room itself from the house in bay fashion. Balance of home offers exceptional livability by size of rooms, generous closets, 2½ baths and their location, living-dining porch and many more.



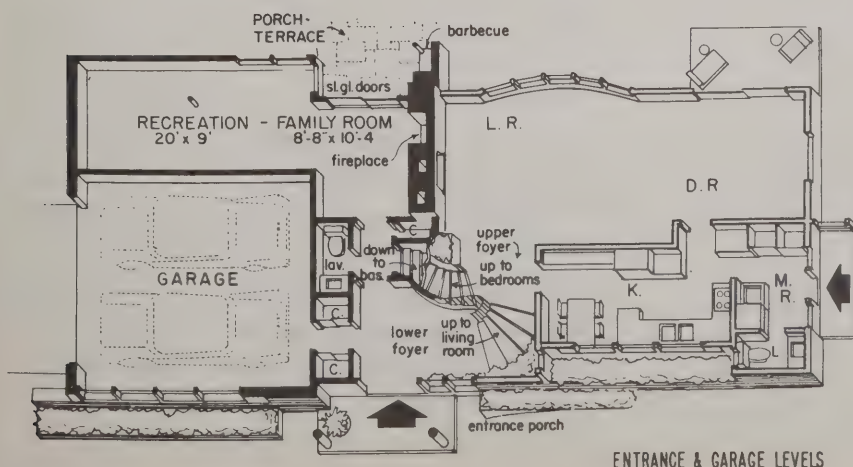




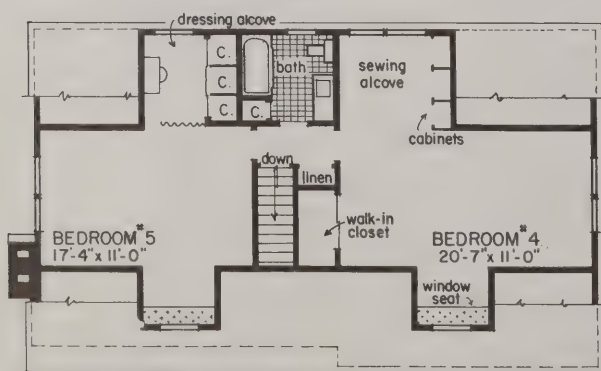
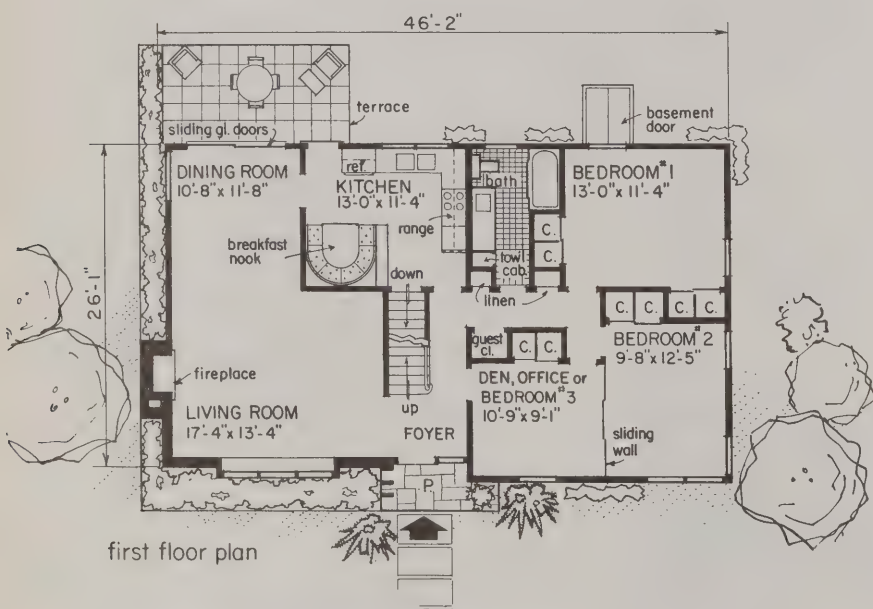
**PLAN P-634** — House area 1588 sq. ft. on living and bedroom levels. A regal columned front entrance previews the living charm and grace which unfolds inside this four bedroom, split level home. A gracefully curved stairway sweeps up from the grand sized lower foyer into the upper foyer and living room and continues its curve up to the bedroom level. Indoor planters and modern handrail accentuate this charming feature. The in-line living and dining rooms stretch a comfortable 31 feet and are glazed for a rear view of lawn, terrace and garden. Service area includes a full kitchen with breakfast area, mud room, laundry and lavatory. Service door is at side for delivery convenience and rear lawn privacy. Bedroom level has several comfort features designed in . . . master suite may be divided into sleeping and study areas by folding wall, a fifth bedroom is also possible — dressing room, private bath, log burning fireplace and rear balcony add to the master suite appointments — bedroom 3 and 4 may be two rooms or one . . . open in daytime and closed at night — hall bath has twin vanity-type lavatories and planter — 12 closets provide over ample storage.



RECREATION is provided by a combination recreation and family room with direct access to rear outdoors. Porch, terrace and barbecue offer outdoor living convenience for this level. Lavatory serves as powder room or for a clean up from garage, basement and outdoors.

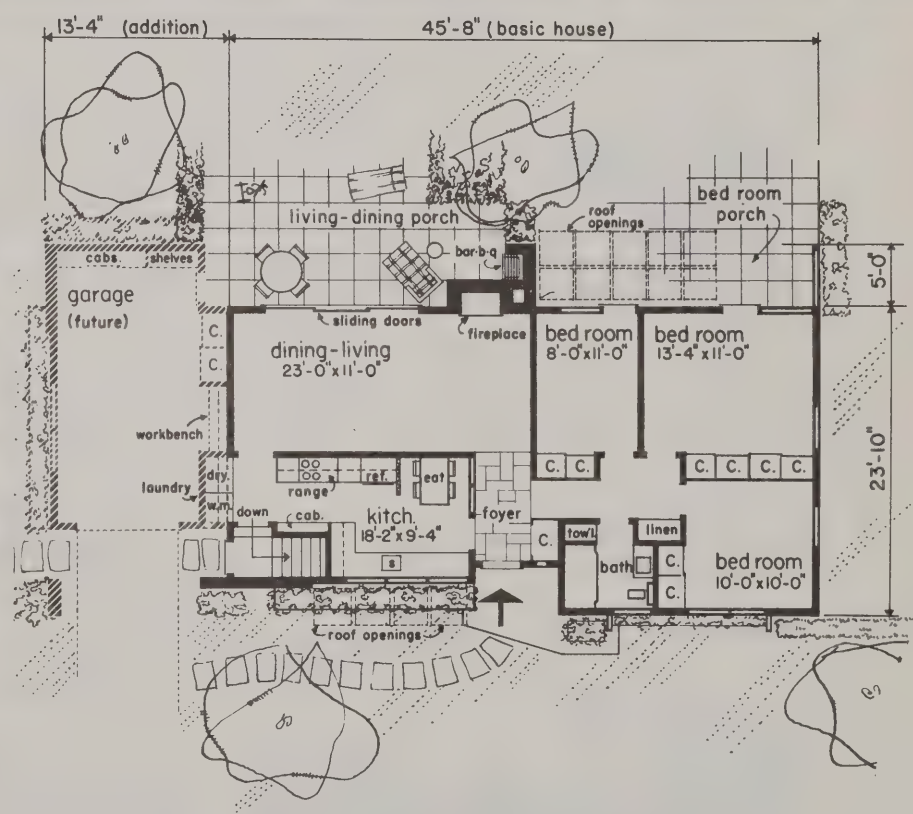






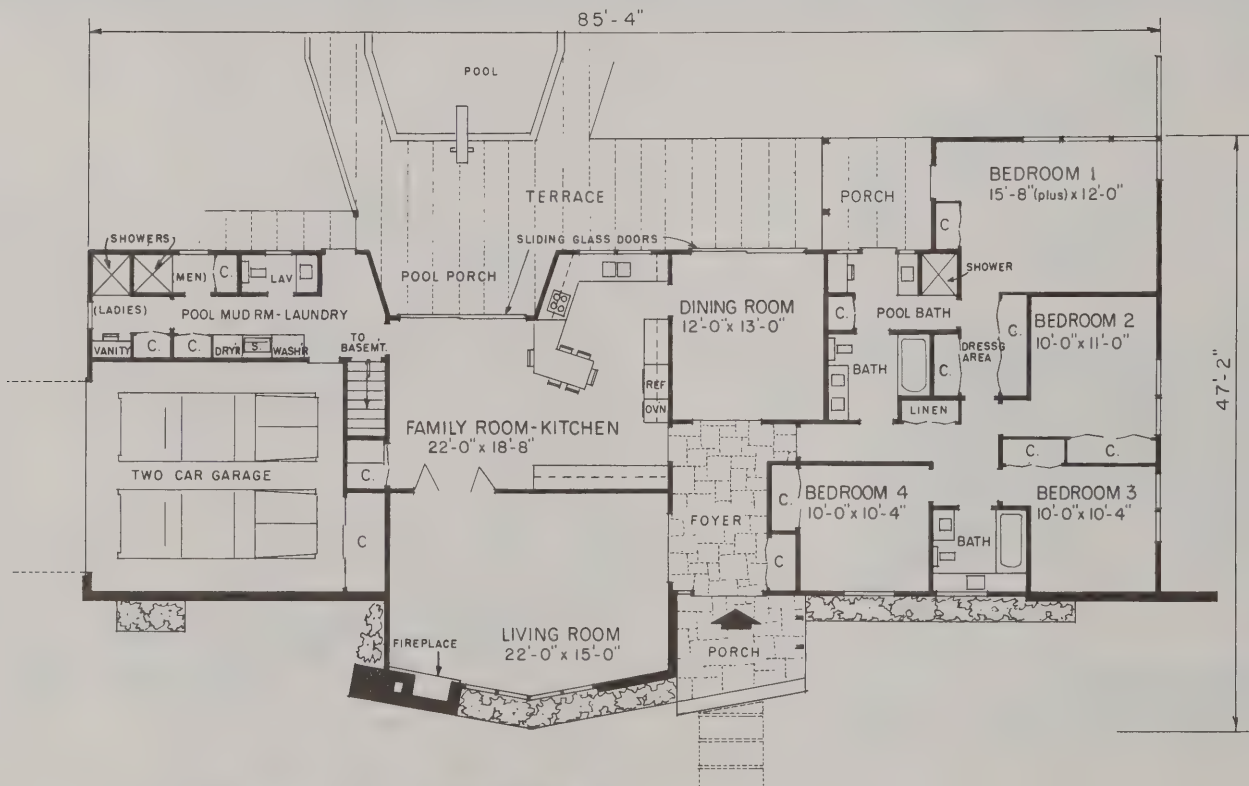
**PLAN P-624**—House Area 1218 sq. ft. on first floor, 769 sq. ft. in expansion attic. A 1½ story expandable Cape Cod house designed to fulfill life-long family needs. One of the outstanding characteristics of a Cape Cod design is its "built in" expandability, which provides two outstanding advantages: 1. Low initial cost, and 2. Low expansion cost when expansion becomes necessary. It is a type of house that a family never "grows out of," because, at any time a bedroom or two with or without bath can be finished off. For those handy with tools, the finished cost-saving is even greater. Finally, what started out as a 3 bedroom 1 bath house becomes a 5 bedroom 2 bath home with considerably enhanced resale value. Beyond having expandability, this home also has a versatility. The two front bedrooms have a sliding wall between them, which can be opened to make one huge room. This is an exceptionally good arrangement if children occupy both rooms. From two separate rooms at night, it may be thrown open as a play room in the daytime. Review the numerous other features of this completely livable home; horseshoe breakfast nook; center hall circulation; generous closet and storage space; bay window and log burning fireplace in the living room; rear terrace; 1 bedroom for possible use as den or office; covered front entrance; oversize rooms on second floor in addition to many other plus values.





**PLAN P-561**—area, 1,020 sq. ft. .... A real crackerjack of a small, 3-bedroom ranch. Excellent interior planning give plenty of closets and storage space, a central foyer for good circulation, a big, efficient kitchen with room to serve meals, and a single, centrally located bath convenient to all areas. Garage addition, built now or later, gives space for workbench, laundry and much storage. Living-dining area and two bedrooms open onto rear porch. INDOOR AND OUTDOOR living-dining areas are divided only by sliding glass doors. Barbecue separates this area from bedroom porch beyond.





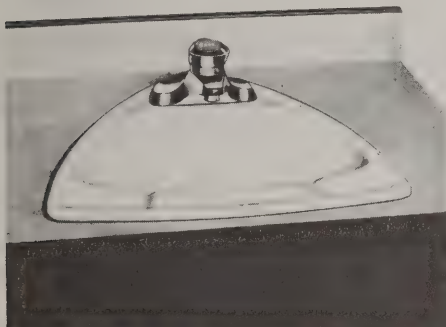
**PLAN P-837** — House area 2,167 sq. ft. This classic ranch offers fullest enjoyment of a backyard pool, but even without the pool its superb layout means relaxed modern living. Five rooms enjoy the elegant backyard vista. Bathroom ensemble and rear service area provide the ultimate in convenience for family and pool guests. The spacious living room with its prow-shaped bay, fireplace and cathedral ceiling adds softly exquisite contemporary formality.

Pool porch adjoins family room for luxurious indoor-outdoor integration which permits enjoyment of pool both for its recreational value and its refreshing natural beauty.



# YOUR BUILDING PRODUCT SELECTOR

## THE NEW LOOK OF LUXURY IN BATHROOM FIXTURES



Colorful brochure by Case, originators of one-piece water closets, describes a distinctive selection of non-overflow water closets, self-rimmed lavatories that eliminate the need for separate rims, and one-piece enameled steel bathtubs. Of special interest to homeplanners is a choice of 48 colors, a complete selection of one-piece water closets, and several off-the-floor models. In addition, Case has introduced a new series of self-rimmed lavatories in four lovely decorator designs: pink fleur-de-lis, blue frieze, green contemporary flowers, and yellow roses.



CASE MANUFACTURING, DIVISION OF OGDEN CORPORATION

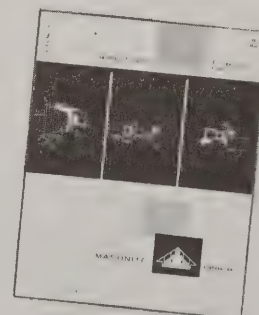
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## QUALITY SIDINGS FROM MASONITE

A complete family of durable and beautiful exteriors is now available from Masonite. From the handsome styling and weatherability of Masonite X-ninety Siding to remarkable new Colorlok, the new prefinished lap siding, there's a Masonite exterior to suit your particular requirement.

Architects, builders, and home owners in all sections of the country acclaim Masonite exteriors as extremely dent resistant, exceptionally weatherable and architecturally beautiful. For accent or complete exterior coverage your assurance of quality is genuine Masonite brand exteriors — manufactured and crafted by the largest and most trusted producer of hardboard products.



A 20 page presentation of the entire Masonite exterior product line, provides complete application procedures with product and installation photos.

MASONITE CORPORATION

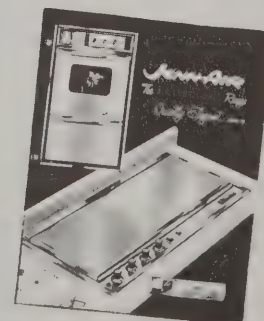
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## NEW RANGE IS AIR CONDITIONED

The Air Conditioned Range is an exclusive, new approach to modern electric cooking appliances. Greasy vapors, cooking odors and excess cooking heat are pulled off within the range itself before having an opportunity to escape into the kitchen. Odorless cooking, much wanted but seldom attained, is inherent in this unique design. An ultra-quiet but powerful blower unit is built-in and properly sized at the factory for any kitchen layout. Both oven and surface unit have the latest cooking features and are offered with lifetime stainless steel and anodized aluminum trim. When not in use, the cover closes down over the cooking elements, providing a subtle elegance to the finest of kitchens.

JENN-AIR PRODUCTS COMPANY, INC.



Full color literature shown above.

JENN-AIR is also the world's largest producer of cooking fume removal equipment for the restaurant and supper club industry.

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# **Big Iowa family likes**

***"We looked at a lot of plans before we found  
one that was exactly right" .....***

## **THE MILLER'S DECIDED TO BUILD**

***The searched for the  
right home design .....***



***They purchased  
plans .....***





# handsome new home . . .

That's what Mrs. Wayne Miller of Iowa recalls of her family's homeseeking period three years ago. The "exactly right" plan the Millers found was Master Plan Service design P-711 — a lucky combination for every member of the family.

The Millers have six children, ranging in age from 15½ to 2½. The three girls share one huge bedroom—bathroom-dressing room suite on the second floor, and the three Miller boys the other. In all, the second floor provides more than 1,000 square feet of "dormitory" space — so there's plenty of room for each child to enjoy his own favorite activities.

Hedges Gough Lumber Company built the home for the Millers, who are justifiably proud of the handsome picture it makes.

"It's just ideal for us," Mrs. Miller sums up. "We think the architect did a fabulous job."

*(Photo courtesy of Rolscreen Co. mfr. of Pella Casement Windows)*

**. . . . . and now have this lovely home**





# YOUR BUILDING PRODUCT SELECTOR

## HEATILATOR FIREPLACES MAKE DREAMS COME TRUE



A HOME IS WHERE THE HEARTH IS

Don't waste a penny or a dream. Choose a Heatilator Fireplace you just can't resist. There are free-standing factory-built models in decorator colors; wall hung models that can be painted any color and low-cost masonry units.

When you find your fireplace, buy it. Most install in as little as one day. You can light a fire the same night. Then spread your hands and your heart before your own hearth in your own home. It's a sure way to new beauty, comfort and family fun.

The first step is to send for the colorful free booklet shown at right.

VEGA INDUSTRIES, INC.



SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 13 ON COUPON PAGE

## HOW TO PLAN YOUR WINDOWS FOR MAXIMUM ENJOYMENT & COMFORT



There are seven popular styles of windows available today. As you plan your

new home, it's a good idea to know how different windows may be used in different ways for your maximum enjoyment. Send for Andersen's free booklet which describes in detail all the popular styles. Size tables and helpful information on such options as welded glass and removable grills is also included.

For local information contact a leading lumber and millwork dealer in your town. He may be listed in the Yellow Pages.

A helpful twenty-page full-color booklet describing all of the Andersen Corporation's popular window styles and their optional equipment including size tables and color photographs of actual installations.

ANDERSEN CORPORATION



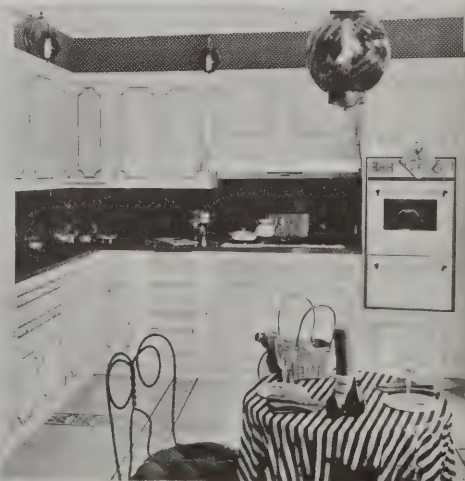
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## WHITEHALL—"AMERICA'S MOST ENVIED KITCHENS"

Highest quality, best value kitchen cabinets are available from Whitehall Kitchens in seven elegant styles—the exclusive Regency, sleek Futura, warm Americana, Colonial V-Groove, French Provincial, Italian Provincial (see photo), and DeLuxe. A total of 19 natural wood finishes from the white oak with gleaming gold highlights used in Italian Provincial through darkest Coffee-on-Oak, ideal for Futura... and 13

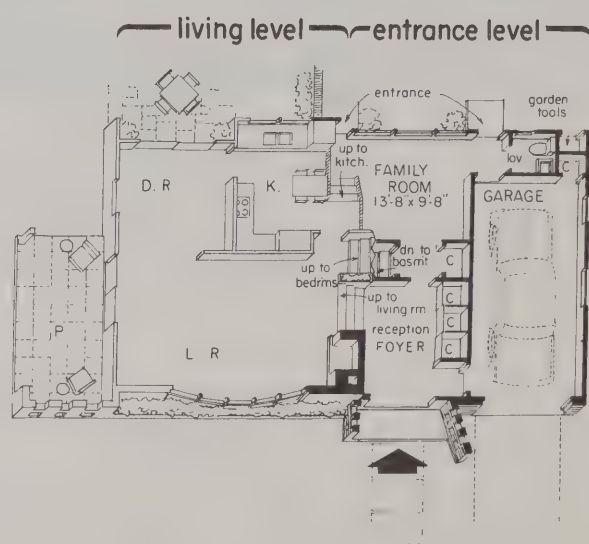
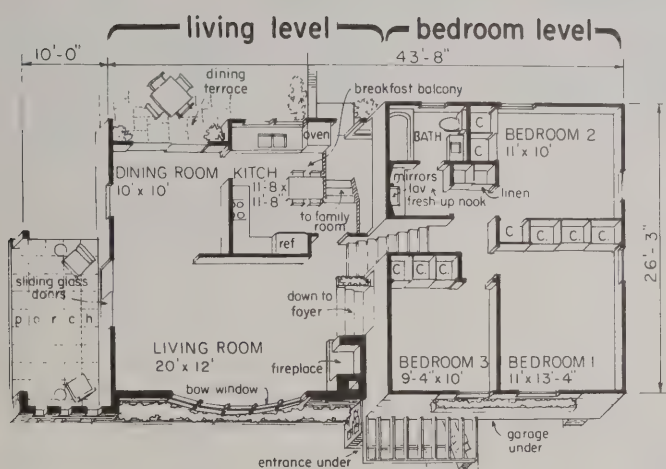
sparkling decorator enamel finishes, too. Special-purpose storage cabinets give Whitehall the most flexible and versatile kitchen collection available. Special finish is impervious to damage from usual kitchen stains, resists, burns, scratches, dents... as easy to maintain as the finest furniture. Free brochure and aids in kitchen planning will be mailed promptly.

WHITEHALL CABINETS INC.

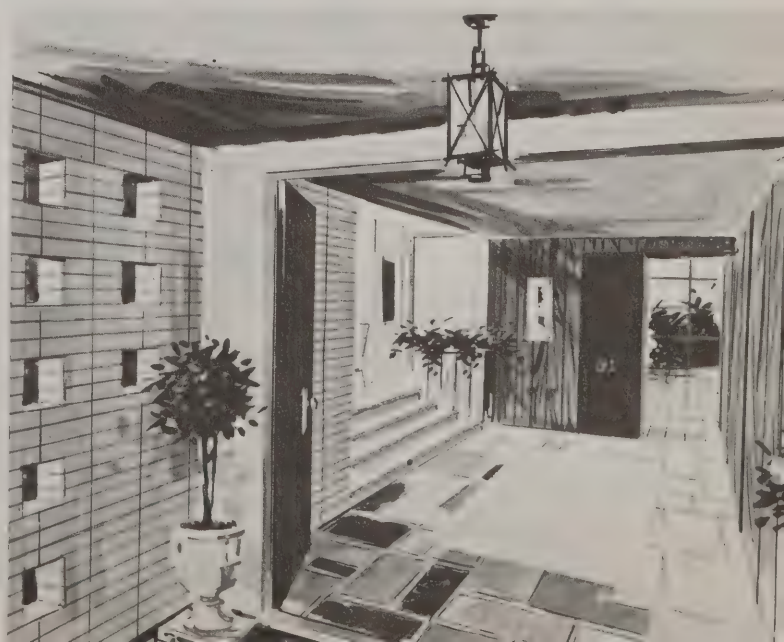


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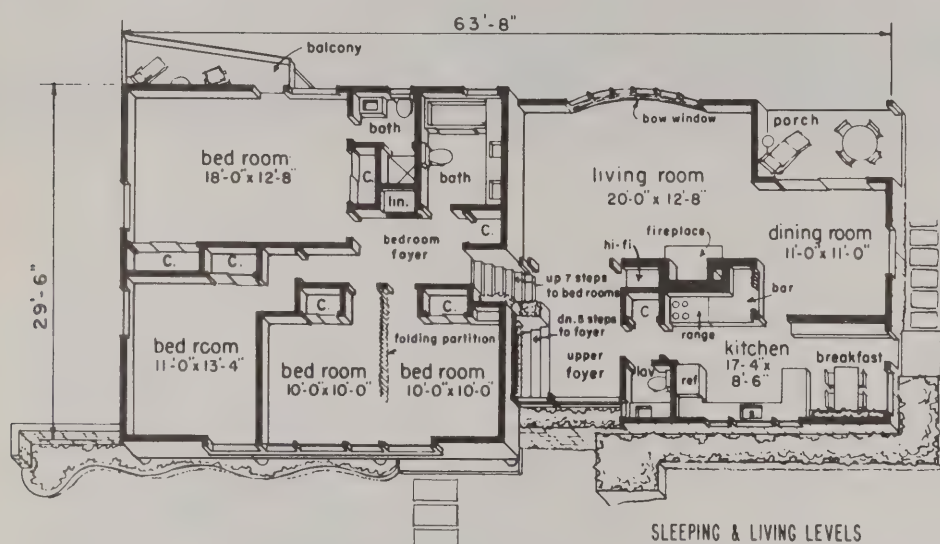
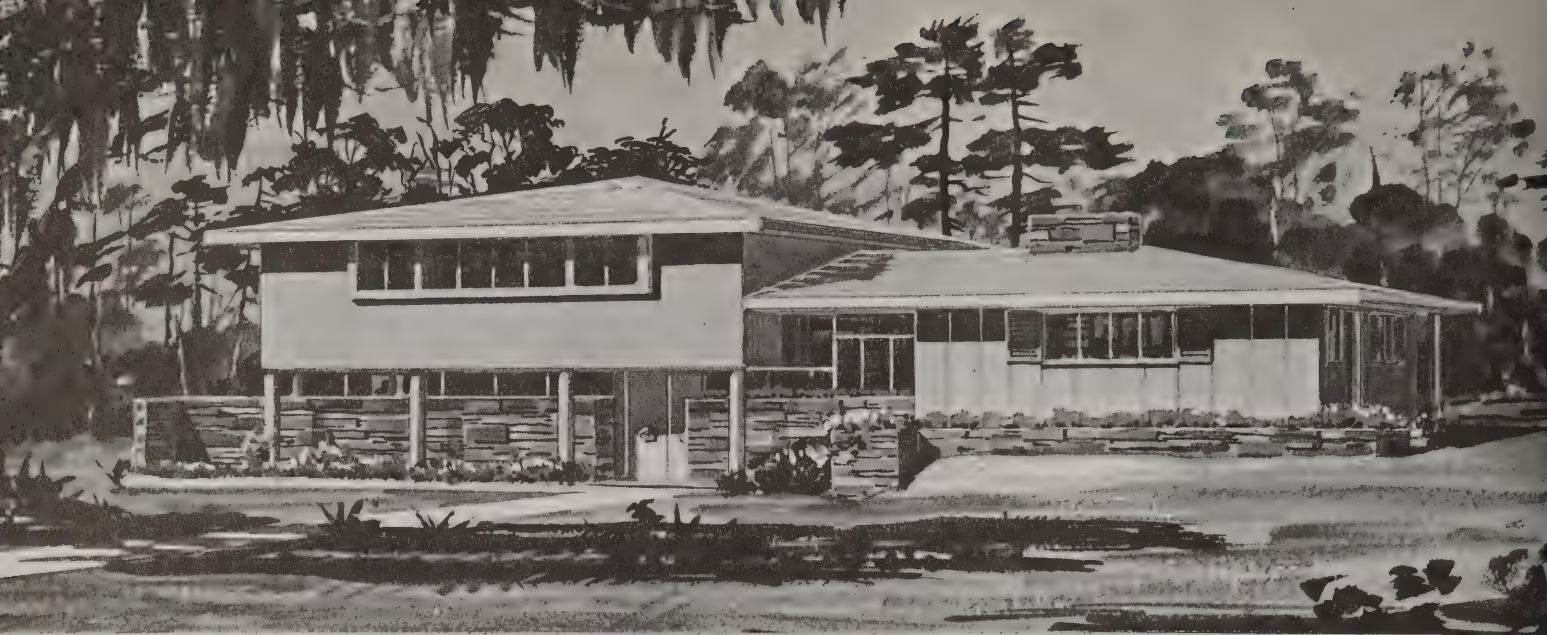




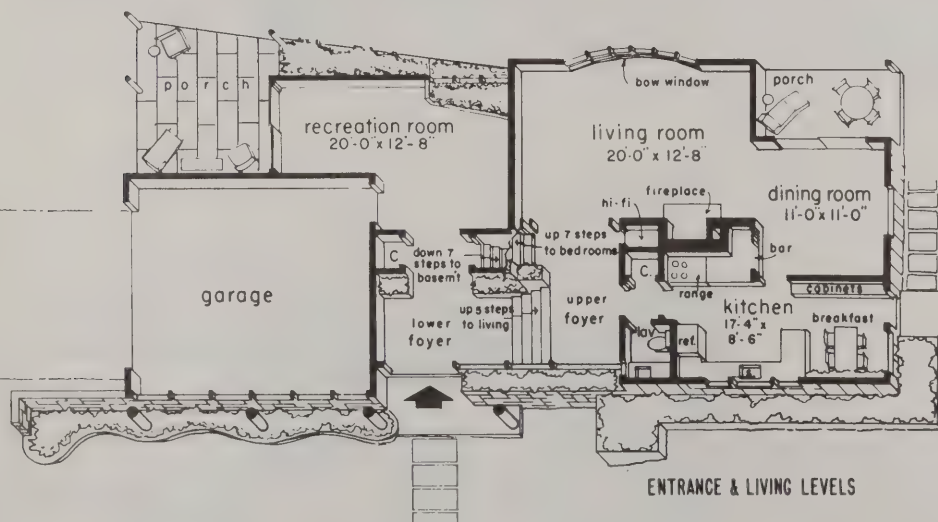
**PLAN P-758** — House area 1,098 sq. ft. on living and bedroom levels. Ingenious planning, with no waste space and a minimum of hall space, permits seven good sized rooms and interior dimensions. Family room and front entrance are on the same level which contains 288 sq. ft. excluding garage; kitchen area includes a handsome breakfast balcony overlooking the family room. Separate powder room serves the family room and the rear entry. Another excellent idea for providing bath freedom is the fresh-up nook just outside the bedroom bath — with lavatory, vanity shelf and mirror. A second rear door provides direct access from the kitchen to outdoors — down four steps. Sketch at right is view from the front door into the big foyer and through to the family room. Wide steps at left lead up to the living room.







SLEEPING & LIVING LEVELS



ENTRANCE & LIVING LEVELS



**PLAN P-525**—area, 1,688 sq. ft. in living and bedroom levels. Not lavish, but at least mildly luxurious is this split-level design. Exterior is frankly modern but not stark and will be attractive in any material or combination of materials you favor. Overall dimensions are slightly larger than medium in size, and the house incorporates many extra little touches and refinements that make for gracious living and hospitality, ----- sketch of the two-level foyer that forms a fitting introduction to this home. Recreation room is visible through open shutter doors at rear.



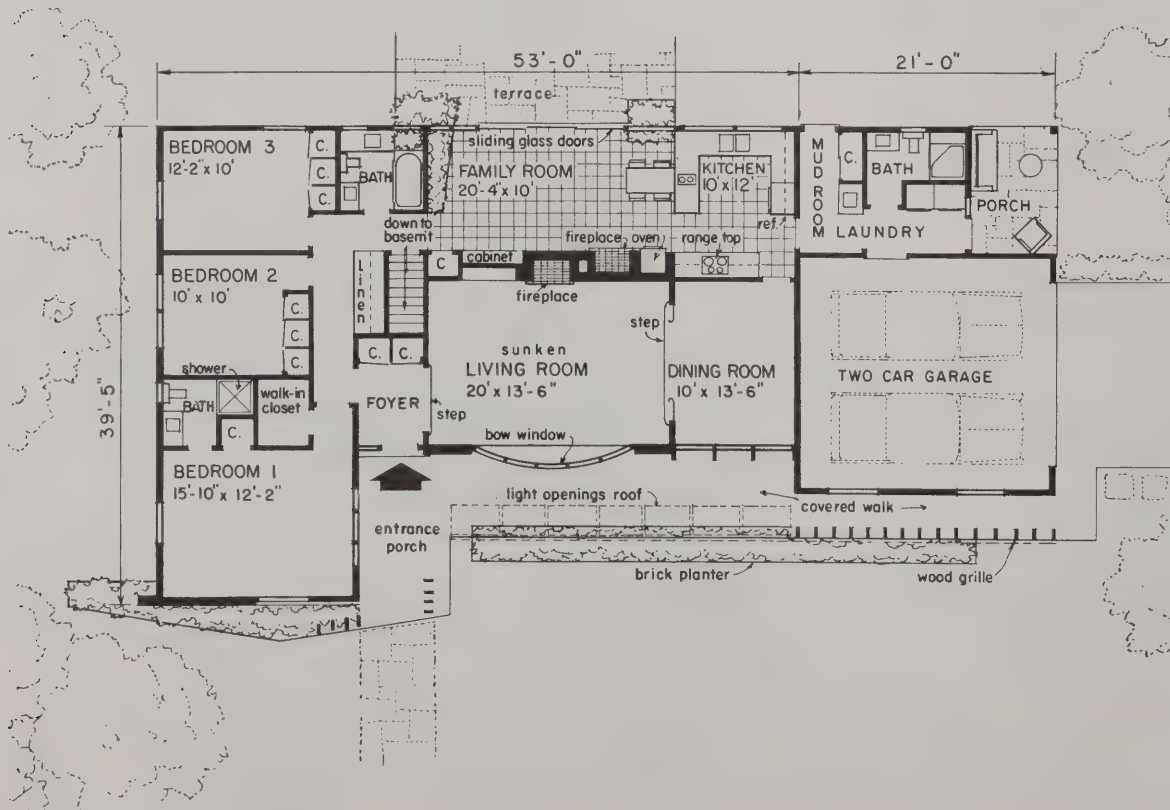






**PLAN P-681**—House Area 1715 sq. ft. A contemporary ranch of medium-large proportions offers the homemaker an exciting concept for modern carefree living. Fifty-one feet across the rear is dedicated to informal living ease. Conscientious

planning and modern equipment make housekeeping a simple pleasure. The large family room with entire rear wall glazed, provides a homey gathering place for the family with a pleasant outdoor view. Several other unique features are explained in the plan below.





# YOUR BUILDING PRODUCT SELECTOR



## RUBEROID DURA-SHAKE SIDING

Here is a new all-mineral siding with rough, deep-texture striations that provide a desirable, colonial, wood-like appearance to any exterior sidewall. The deep texture of this new siding serves to mask the joints producing an effect of continuous beauty on each course of the siding.

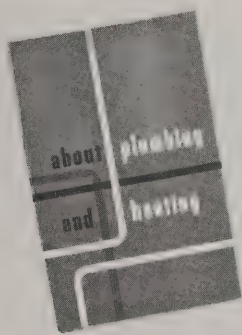
Ruberoid Dura-Shake siding is protected by the famous Dura-Color polymer plastic finish. The high fashion color pigments are mixed with the plastic before being baked onto the siding. This finish gives the sidewall a hard surface that protects and keeps its beauty for years and years with-

out maintenance or painting. Ruberoid Dura-Shake siding will **never** need painting to preserve it!

Dura-Shake siding may be applied as is or with undercoursing to present deeper more attractive shadowlines. It can be cut to fit easily around windows, dormers and corners. It is available in Leghorn White and in four new trend colors developed by nationally famous Color Helm. Bayberry Green, Riviera Blue, Fawn Beige and Dawn Grey. Write for descriptive color folder.

THE RUBEROID CO.

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 16 ON COUPON PAGE



Interesting 26 page free booklet available.

NATIONAL ASSOCIATION  
OF PLUMBING CONTRACTORS

## ABOUT PLUMBING AND HEATING

Since plumbing is the heart of the modern home (roughing-in of water supply and waste lines, actually, is done simultaneously with preliminary excavation work and the laying of foundations), you should be ready to select your plumbing — heating — cooling contractor when you choose your builder.

The criterion for choosing a p-h-c contractor, as well as the equipment — fixtures and water-using appliances he will install for you — is simple. Pick the best that money can buy.

This is no cliché, but the soundest possible advice. Remember, for all practical purposes, plumbing is as durable as the very walls themselves. You'll be living

with the plumbing you choose for a long time. So, if you are tempted to cut corners somewhere when the builder gives you his final cost estimate, don't do it at the expense of the plumbing. You'll be sorry if you do.

Keep this thought in mind in choosing your plumbing — heating — cooling contractor. Select one who **sells, installs, services and guarantees** this work to your complete satisfaction — the full package of benefits for the price you pay.

The advantage? From start to finish, one man — an expert in his field — is responsible for your work. Much better this arrangement — and cheaper in the long run

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 17 ON COUPON PAGE



## HOMESHIELD—UNMATCHED BEAUTY, INSTALLATION ECONOMY

Homeshield Pre-Hung Folding Doors are delivered as one unit, ready to install without special tools. Nails, pulls and case molding included — no loose parts. Can be installed in less than 10 minutes.

**DESIGN**—Doors are available in four distinctive patterns to blend with traditional, modern or contemporary decor. Oyster white matte finish—can be painted if you like.

**EASY OPERATION** — Doors operate smoothly, quietly; open to a full 180°. Doors fold flat against the wall for 100 per cent closet access. Specially designed factory-installed hardware prevents sagging, holds doors in positive closed or open

position.

**THERMOPLASTIC SURFACE MATERIAL** — Covered by pressure-formed ABS (acrylonitrile - butadiene - styrene). Tough, rigid, highly resistant to chipping, flaking, peeling, crazing. Will not warp, twist, swell, rust or corrode. Withstands major shock and impact. Resists staining, marring, scuffing, flexural strain. Retains dimensional stability under extreme temperatures. Can be cleaned with common household cleaners. **FULLY TESTED** — Under exhaustive tests, doors withstood 161°F heat, - 38°F cold, 100% humidity, 168°F glare of sun under glass. Opened and closed 300,000 times without failure.

AMERICAN SCREEN PRODUCTS COMPANY

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# YOUR BUILDING PRODUCT SELECTOR

## FLINTROCK WALLS ARE MAINTENANCE-FREE

FLINTROCK predecorated and vinyl-covered gypsum wallboard combines economy and beauty for maintenance-free walls and partitions. You have a choice of many handsome colors and textures such as linen, glass, cloth, leather, wood grain and stipple in vinyl-covered FLINTROCK. Both predecorated and vinyl-covered FLINTROCK are maintenance-free . . . won't scuff, or peel, and they may be wiped clean with a damp cloth. For increased protection they

may be shellacked, varnished or waxed if you wish.

FLINTROCK offers the two big advantages that only gypsum can provide — low cost and easy installation. Accessories include

FLINTROCK KOLORPINS — nails that match each finish. FLINTROCK predecorated and vinyl-covered wallboard is ideal for the den, playroom, bedrooms, home office, corridors and many other areas.

Free brochure presents complete specification details and installation suggestions for your builder.

THE FLINTKOTE COMPANY



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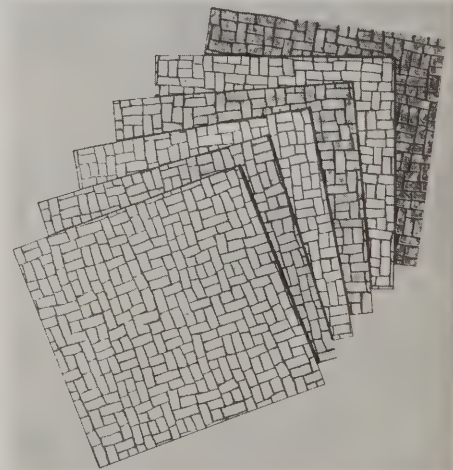
## RUBEROID VINYL-ASBESTOS FLOOR TILE

Here's floor beauty for every room in the home, floor beauty that lasts and lasts, is practical and inexpensive! Easy to install, easy to maintain, it's Ruberoid's Mosaicflor inspired by the dramatic beauty of Oriental mosaics.

Color-keyed to enhance today's modern interiors, its six glorious colors are Cascade, Buckskin, Dover White, Cinnamon, Antelope and Birch Bark. Mosaicflor is

easy to install over any good, sound sub-floor. It is easy to fit (readily cut with a scissors or knife) and is easy to apply with new roll-on adhesive. The average handyman can install Mosaicflor in his own home on a weekend afternoon. Economical, easy to keep clean. Mosaicflor Vinyl-Asbestos is practical, grease resistant and requires a minimum of care.

THE RUBEROID CO.



SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 20 ON COUPON PAGE

## NEW...A BREAKTHROUGH IN CLOSET DOOR DESIGN



Unlike any other closet doors . . . new Homeshield pre-hung folding doors achieve a striking focal point of interest in any decor . . . providing broader scope, greater latitude for developing interiors of higher interest and utility.

Homeshield pre-hung folding doors can be installed in less than 10 minutes! They are pre-hung in a coated aluminum frame, complete with all hardware in place. Delivered as one integral unit ready for immediate installation.

AMERICAN SCREEN  
PRODUCTS COMPANY



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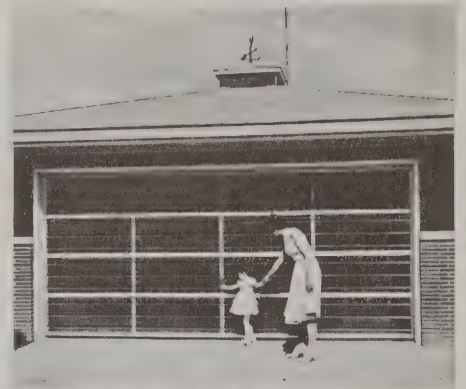
# YOUR BUILDING PRODUCT SELECTOR



## FILUMA DOORS MAKE GARAGES GAY AND BRIGHT

The patented Frantz Filuma garage door brings a new bright spot of color and light to garages. Colorful translucent fiberglass panels act as giant light diffusers to flood your garage interior with cheerful natural light... makes your garage an all-weather fun room. Four clear-through colors (tan, coral, green or white) are available to complement your exterior color scheme. And this garage door never needs paint... just hose it off to keep it like new. Filuma is lightweight, too, for feather-touch opening. Specially designed zinc-plated hardware won't rust. Available anywhere in the United States. Descriptive literature available.

FRANTZ MANUFACTURING CO.



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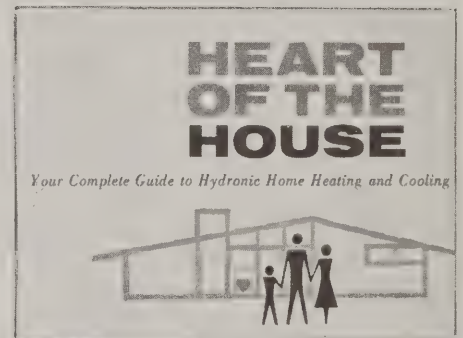


## HYDRONIC HEATING IS EFFICIENT AND ECONOMICAL

With a hydronic (forced circulation hot water heating) system, you enjoy the finest quality heating with clean, quiet, draft-free comfort. Attractive baseboard units emit both radiant and convected heat. Radiant heat — like the rays of the sun — warms the human body directly. Convected heat warms and gently circulates the air.

A hydronic system warms floors and walls, maintains uniform, balanced heat. It uses any type fuel — lets you select lowest cost fuel in your area. Efficient hydronic design further lowers fuel bills. Hydronics systems are noted for long life and low maintenance costs.

This 32-page booklet is a complete guide to hydronic home heating and cooling.



BETTER HEATING-COOLING COUNCIL

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## ALL COPPER PLUMBING SYSTEM

Trouble-free plumbing is essential to your home. Millions of U.S. home owners agree that copper provides that kind of plumbing. You, too, can have copper water lines to bring hot and cold water to your kitchen, bathroom and laundry. And sanitary copper drainage lines are best to carry wastes out of your home. Copper water lines are well known for long service life.

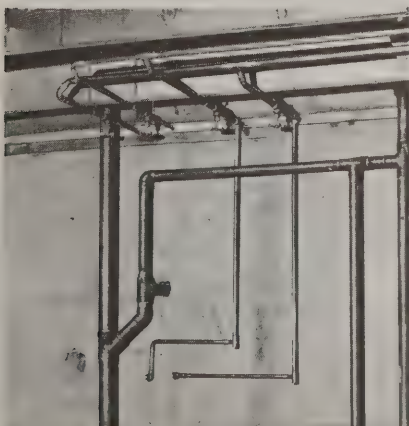
Copper tube for water lines is supplied in three types: K, L and M, depending on the severity of service. Because pressure is needed for water lines, these three types have heavier wall thicknesses than Copper Drainage Tube DWV, a type which in a relatively short time has become the

popular choice for sanitary drainage. This includes that important vent stack which can be seen extending through the roof to provide air circulation within the drainage system.

Like all copper tube, Copper Drainage Tube DWV remains free from rusty scale. It absorbs and holds heat readily, so that fats and grease flow through promptly without clogging.

Finally, as your contractor will agree, an all-copper plumbing and drainage system is compact, leaving you more space for other uses. And, where exposed (see photo), it presents a neat and pleasing appearance.

COPPER DEVELOPMENT ASSOCIATION INC.

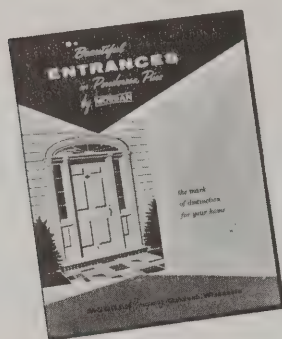


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# YOUR BUILDING PRODUCT SELECTOR

## YOU SAY "HELLO," BUT WHAT DOES YOUR ENTRANCE SAY?



The entrance to your home creates an important first impression — for it is the focal point of the exterior. It can very well say: "Here is a distinctive home... here is good taste... here is individuality. Here is a home with personality!"

It can, when you select it from the 16 page brochure of Morgan Entrances of dignity and enduring elegance. Choose from such preferred designs as Bradway (shown), Shrewsbury, Peakton and many others covering designs from Contemporary to Colonial. A cheerful entrance is the key to a charming exterior. Choose a Morgan Entrance and be sure.

MORGAN COMPANY



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## IN SUBURBIA... GUARD AGAINST LIGHTNING LOSS

Fire insurance underwriters and others have singled out new homes in Suburbia and the country for a mounting campaign for installation of lightning protection. Why? — Because residential losses to lightning are climbing as more houses are built in outlying areas... away from city buildings' "cone of protection"... in exposed locations where lightning starts 37 percent of all fires and is No. 1 among fire causes. And modern, metallic appliances and equipment in these new homes present more dollar risk to non-fire losses from lightnings "cold bolts", too.

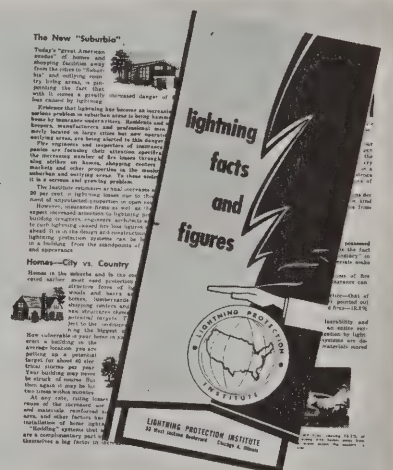
Add these two reasons for installing lightning protection **when you build**:

- Installed within the framing, lightning conductors are concealed from view and protected from damage and the weather.
- Made at this stage, the lightning protection system is not only better in appearance and durability, it is also more economical because it is easier.

One more suggestion... Insist that your concealed lightning protection system be installed by a locally known dealer who does his work under Underwriters Laboratories MASTER LABEL certification program.

An 18-page booklet tells you facts and figures about lightning and protection.

LIGHTNING PROTECTION INSTITUTE



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## CERAMIC TILE FOR AGELESS BEAUTY

The quest for ever-increasing beauty and practicality in today's homes has found widespread new uses for an old standby that stubbornly refuses to show its age—ceramic tile.

Although it will shamelessly admit to more than 70 centuries of service, ceramic tile has been transformed, since the end of World War II, from a limited-use product to a surfacing material of great versatility.

Once relegated chiefly to the bathroom, ceramic tile today serves creatively in living rooms, kitchens, bedrooms, foyers, patios, terraces, swimming pools and building exteriors. The new "face" of

ceramic tile combines its many quality virtues of durability and easy maintenance with exciting new decorative possibilities.

Perhaps the biggest force in the comeback of ceramic tile has been color, according to the Tile Council of America, trade association for domestic tile manufacturers. Once available in only a few shades, today there are more than 250 colors of ceramic tile that will harmonize or contrast with any decor.

Many exciting applications of today's ceramic tile are illustrated in color in the 20-page color booklet, "Inventive Designs," available from the Tile Council.

TILE COUNCIL OF AMERICA, INC.



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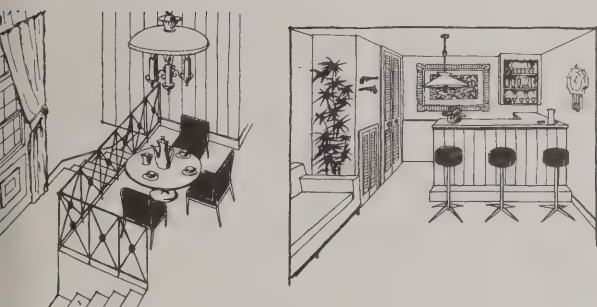




**PLAN P-830**—house area 1,586 sq. ft. on upper levels and 575 sq. ft. on lower levels excluding garage.

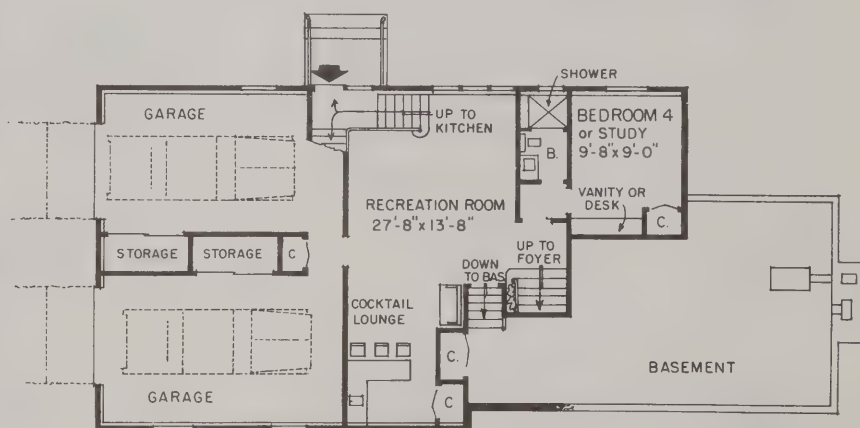
An Unusual Design Twist to the popularity-growing split entry home. Instead of the usual 2 levels, this house has 4. By depressing the living room down to the usual foyer level, an interesting ar-

rangement is provided. The living room acquires a 1½ story ceiling height of 13 feet and a balcony at the elevated dining room. The 4 levels are made up of the basement under the living room, the recreation level under the bedrooms, the living room itself and the bedroom-dining-kitchen level.

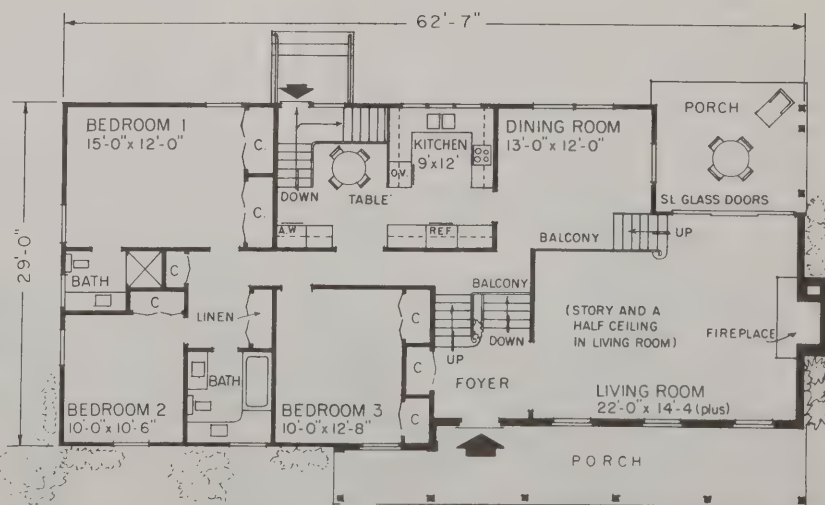


SKETCHES above show the balcony breakfast area at the rear entrance foyer and the cozy cocktail lounge off the recreation room.

LUXURIOUS period furnishings as depicted in the architect's drawing below fit nicely into this 13 feet high living room. Dining balcony is shown in the rear.

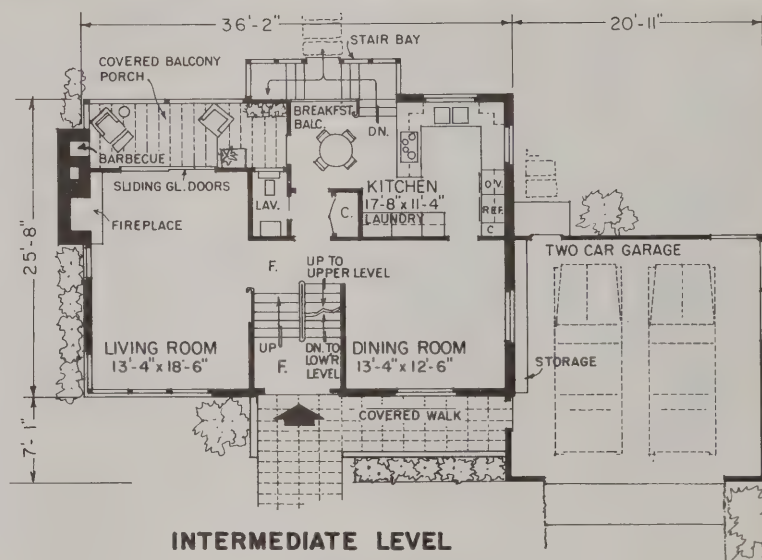
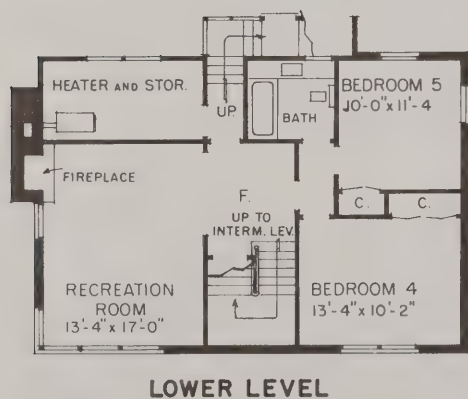
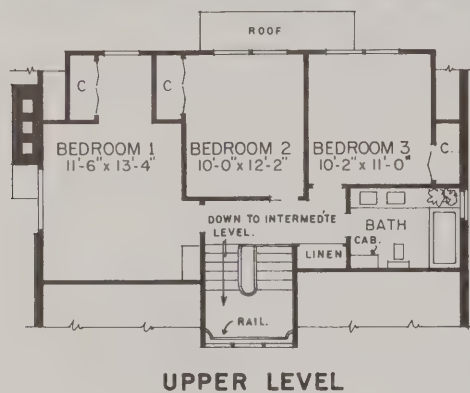
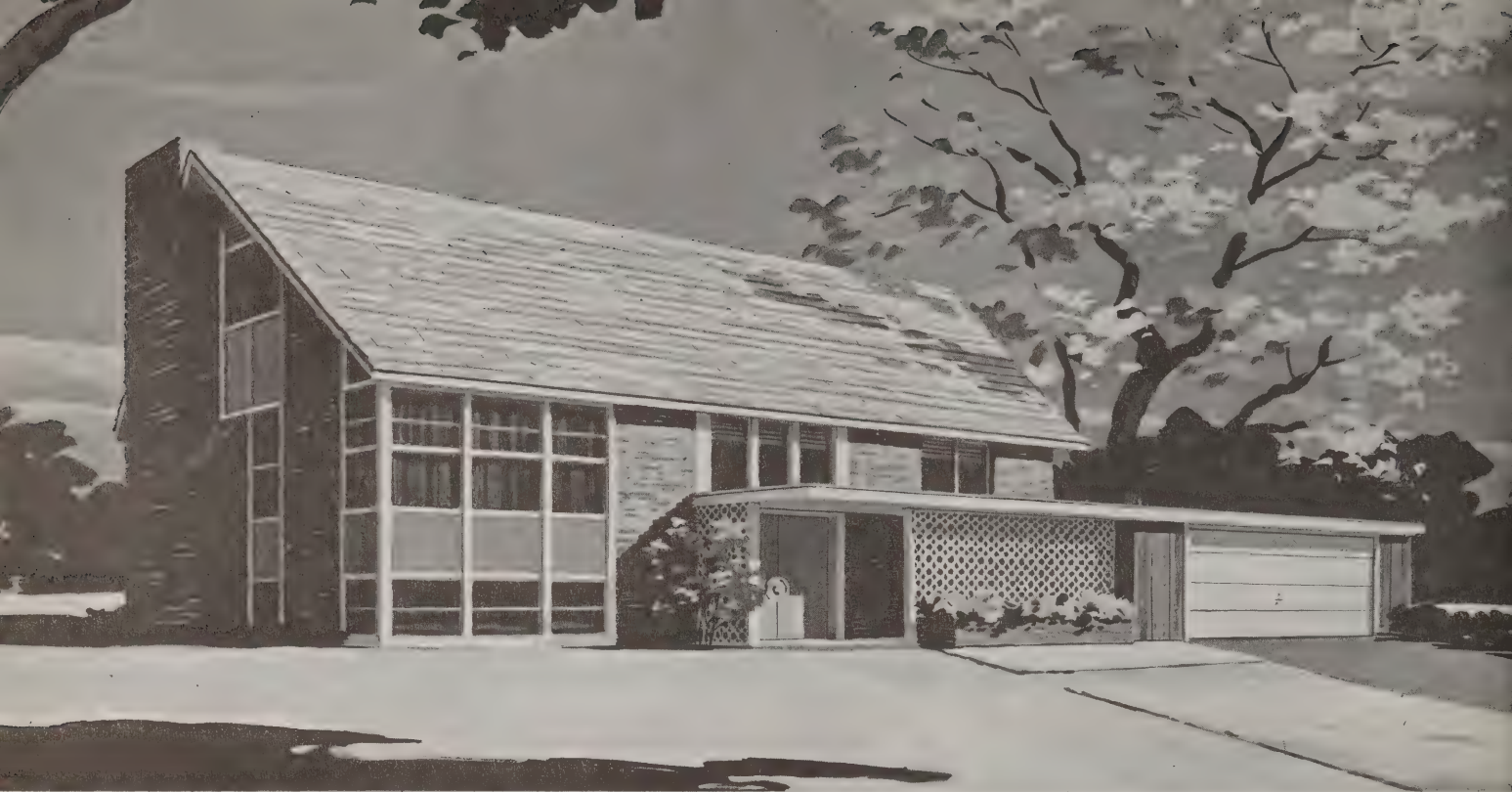


Lower levels



Upper levels

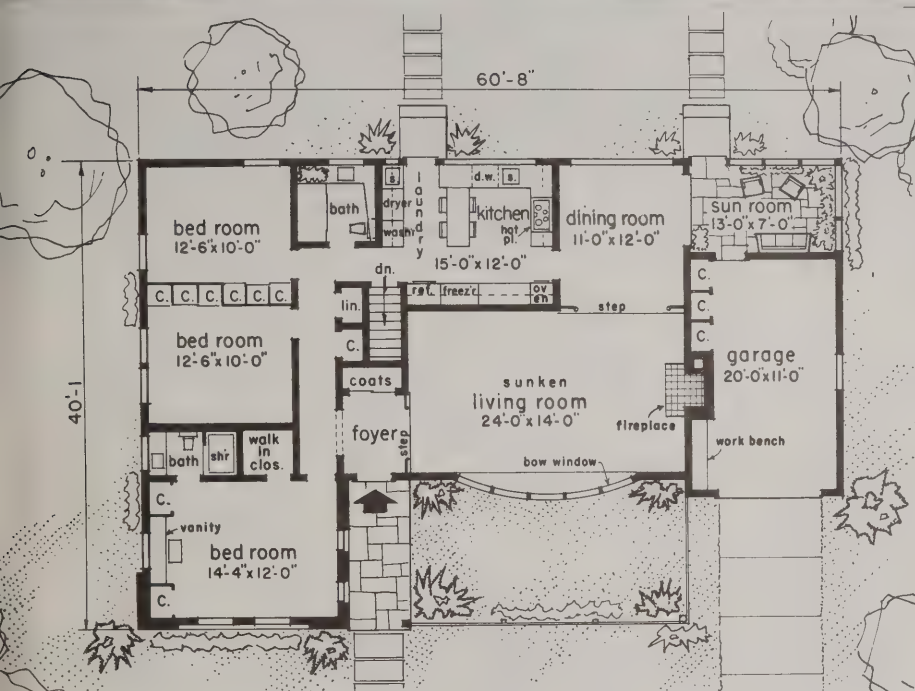
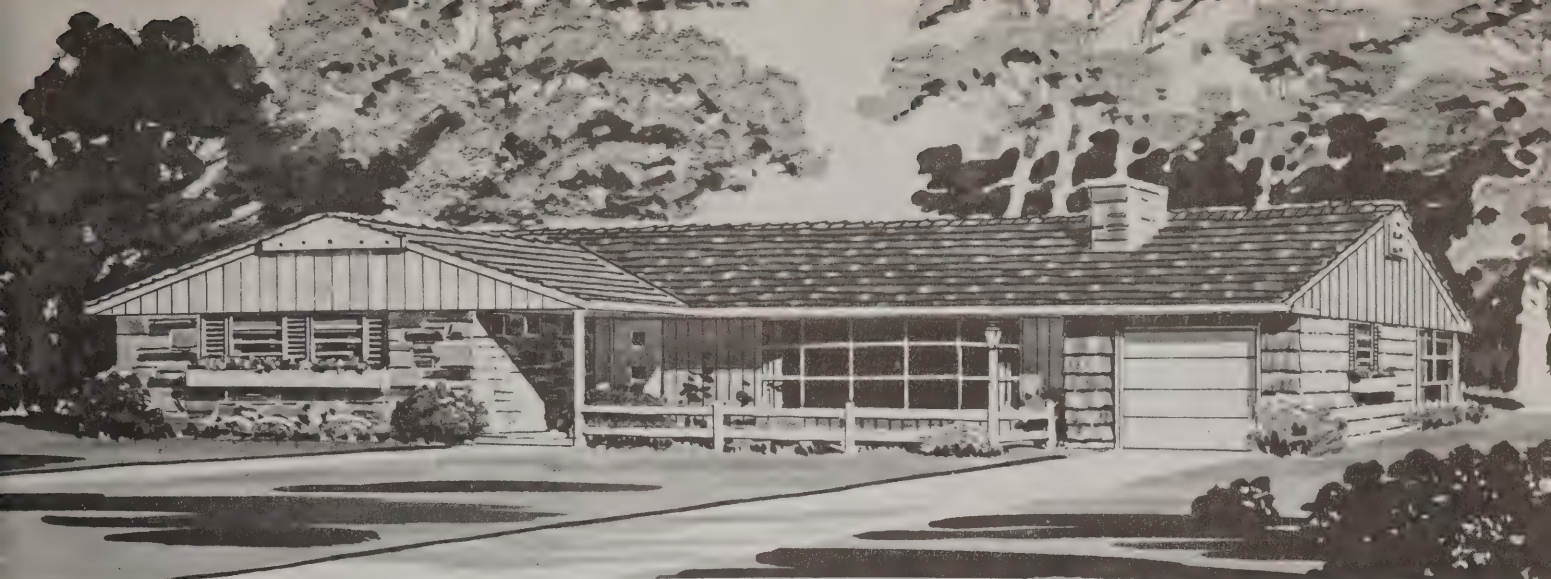




**PLAN P-831** — House area 831 sq. ft. on lower level, 825 sq. ft. intermediate level, 718 sq. ft. upper level. Revolutionary design combines 1½-story and bi-level economies, raising basement out of ground to make it habitable: the ultimate in living area to ground cover ratio. Three well proportioned bedrooms are on upper level; two more plus a recreation room on bonus lower level. Covered balcony porch (lower left detail) and balconied breakfast room (lower right) assure stylish and leisurely family living. Covered walk provides shelter from garage to handsome double-door main entry.







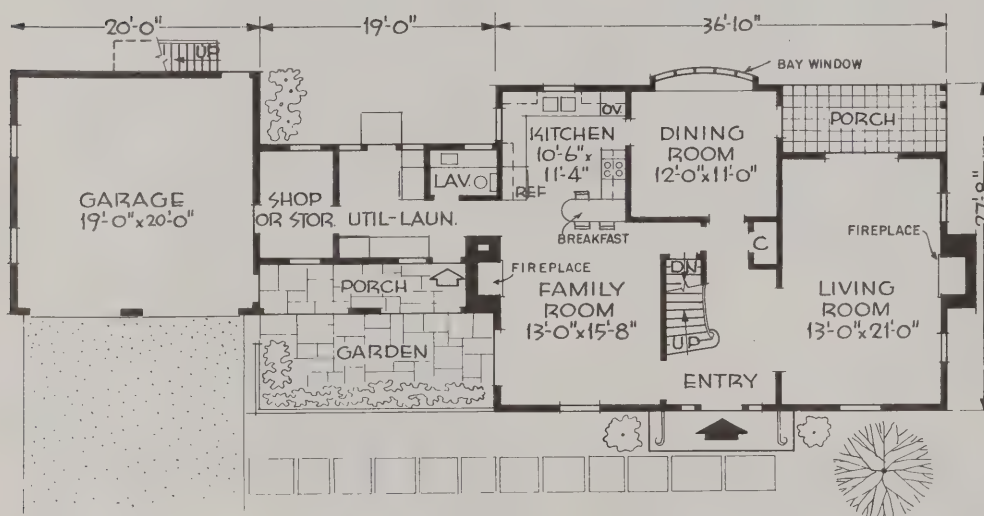
In addition to the efficient plan for living, the exterior has a "never-grow-old" look of charm and grace. Stone, shingles, and vertical boards combine in a pleasant arrangement to give interest and stature to its entire length. Note the small, square decorator windows on the one wall of the master bedroom. They are sufficiently high not to interfere with furniture placement. Inside and out, they bring additional interest to an eye-catching home. The large sunroom behind the garage makes a wonderful casual area for family living — especially for a late morning cup of coffee, mid-day snacks, afternoon tea, card games, early evening reading, a late evening tete-a-tete . . . the possibilities are limitless.

ARCHITECT'S sketch at right shows a portion of the kitchen and laundry. Breakfast is set for four, but another may join. Notice all the cabinet space provided.

**PLAN P-442**—House Area 1597 sq. ft. This carefully planned design more than satisfies all requirements for giving the comfort and pleasure a home should provide; 3 large bedrooms; 2 baths; 180 sq. ft. kitchen and laundry; central front foyer; private, rear sun-room; sunken living room; 15 closets plus kitchen cabinets; log-burning fireplace; attached garage with work bench; full basement; graceful bow window in the living room; weather protected front entrance; fenced-in front garden; large and numerous windows; walk-in closet; built-in vanity; and scores of other features. No one can give his family a greater gift than a home with these features — for, with it, he gives years of comfort, pleasure, contentment, and a place to grow up within a family circle. From ownership, children learn respect of property (theirs and others), community relationship, responsibility, and a deep pride for the one who made this home possible. For the provider, there is the wonderful satisfaction and sense of achievement so important to a man's well-being.

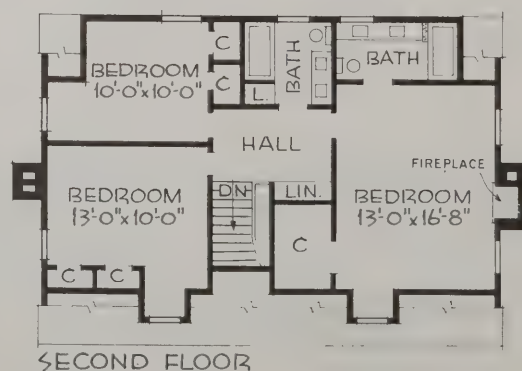






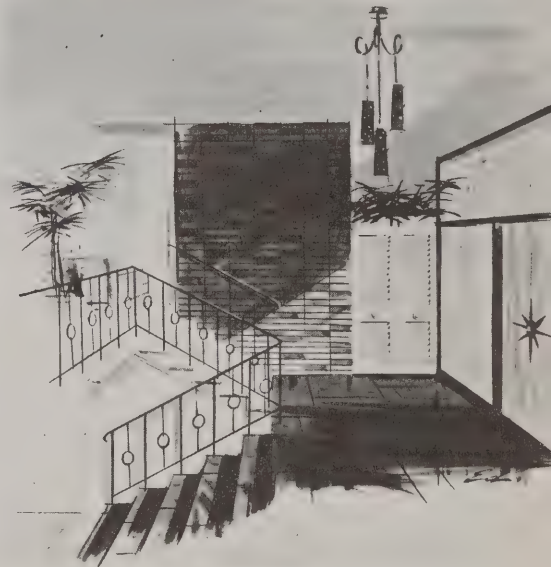
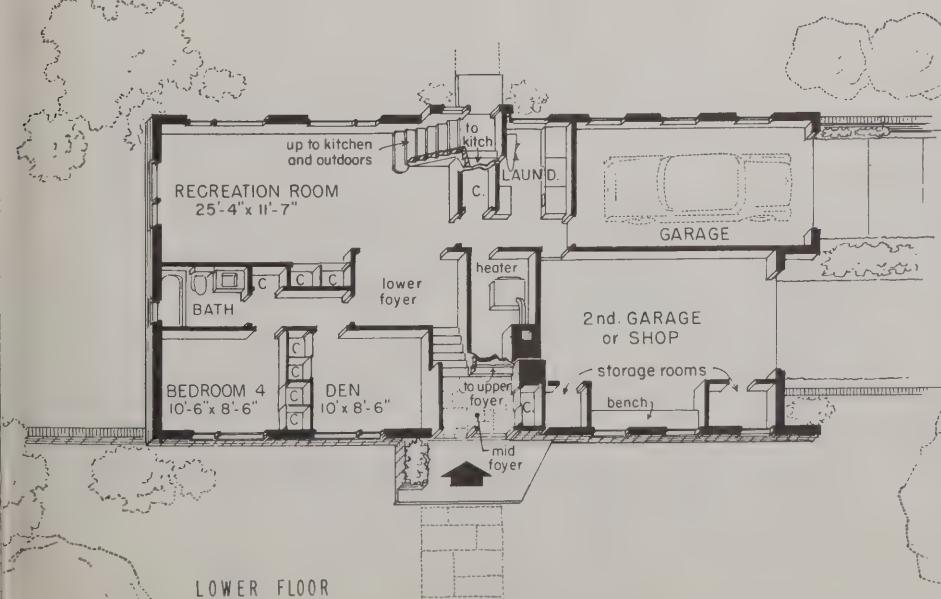
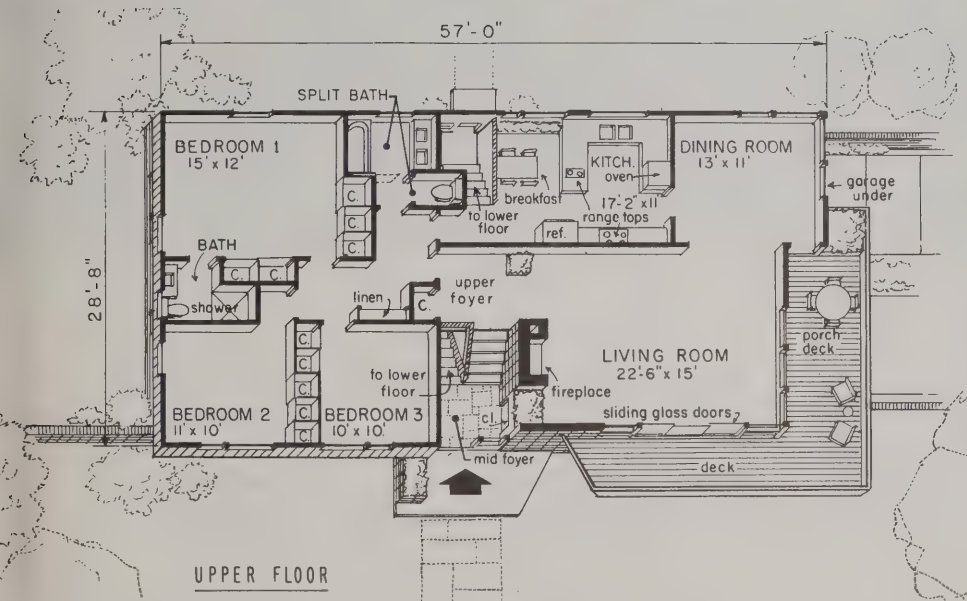
FIRST FLOOR

**PLAN P-788** — House area 1,146 sq. ft. on first floor; 853 sq. ft. on second floor. The odor of tulips and of succulent roast duck in the oven is almost discernable as you approach this quaint home from the driveway. All the relaxed and pleasant living attached to the Dutch Colonial mode of life is revived by this architectural delight. The gambrel roof, typically dutch, provides two story second floor space, but gives a  $1\frac{1}{2}$  story appearance to exterior. Large center hall has open-railed curved staircase; utility area is in separate wing and could be added later with garage. Stair at rear of garage leads to hay loft type storage area.



SECOND FLOOR





Grade-level foyer gives direct access to either floor of this unusual home.

**PLAN P-739**—house area 1,471 sq. ft. on upper floor, 960 sq. ft. below. This "sunken" two-story home combines all the best features of a ranch, split-level and traditional two-story design. Entries are on grade; from either, it takes just six steps up to the living-sleeping level or six steps down to the recreation-utility level. Handsome, cantilevered deck effectively doubles the living area and adds notable glamour to the exterior. Bathroom, bedroom and storage facilities are all unusually spacious. Note the separate laundry room and possible use of second garage as a roomy workshop.

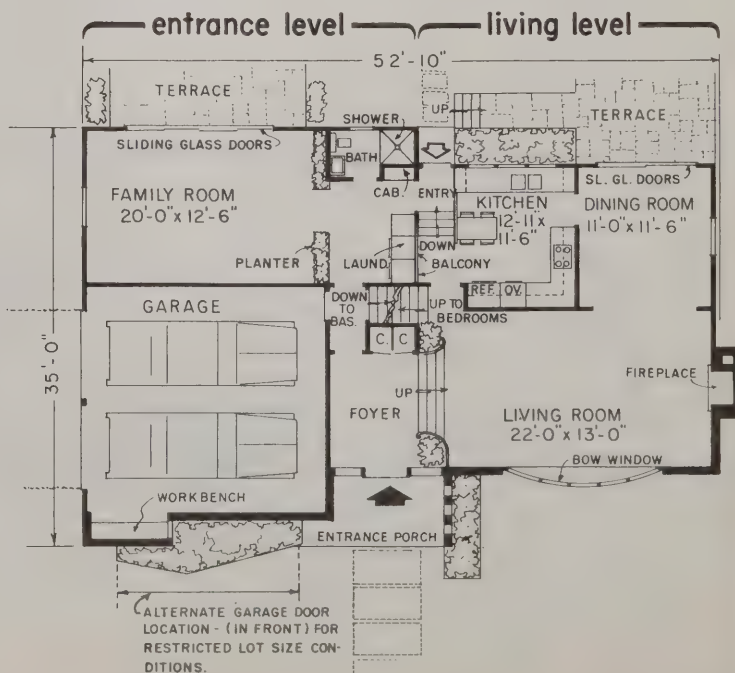
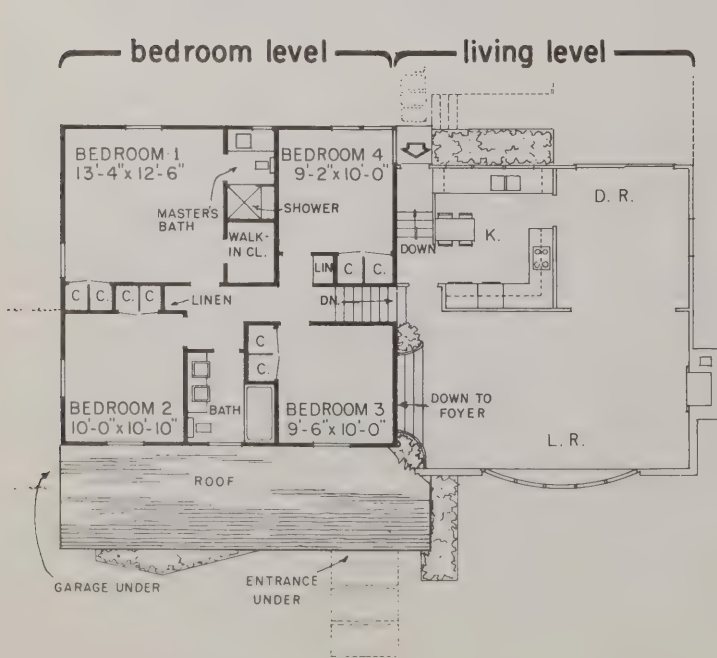




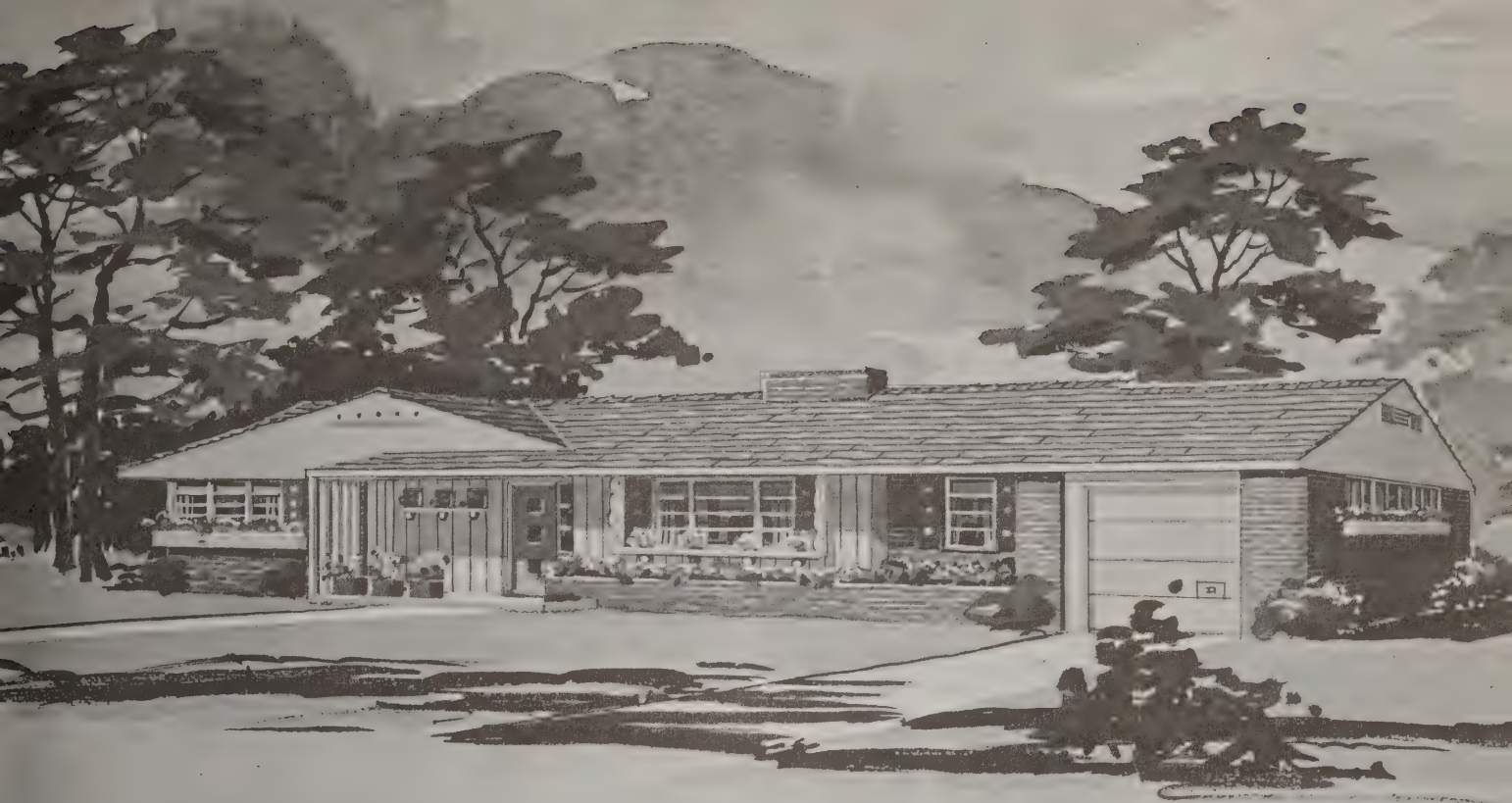
## THE COVER HOUSE

**PLAN P-779** — House area 1,385 square feet on living and bedroom level and 471 square feet on entrance level, excluding garage. All the living ease and comfort ever desired is packed into this interesting split level home. Four bedrooms and 3 baths offer comfortable accommodations for at least 6 persons. Large family

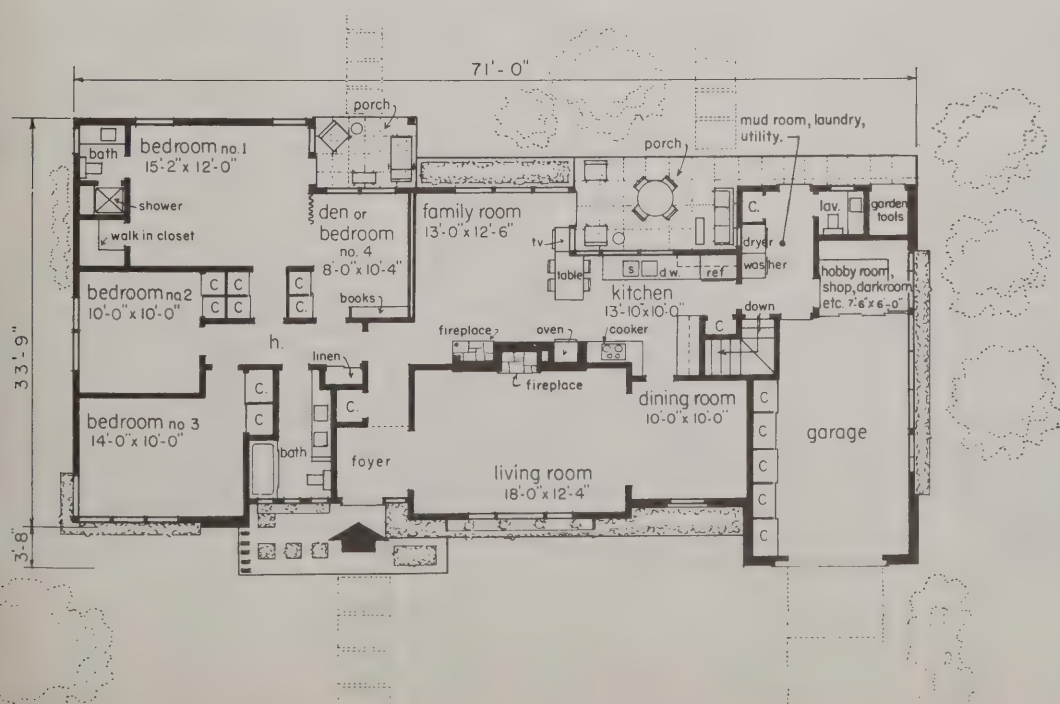
room is on lower level separating it from quiet areas and giving it direct access from terrace. Efficient, cheerful kitchen has a balcony at breakfast area and access to outdoors. Large front foyer on lower level keeps tracking through house to a minimum. Two car garage can be changed to enter from front if lot restrictions require.



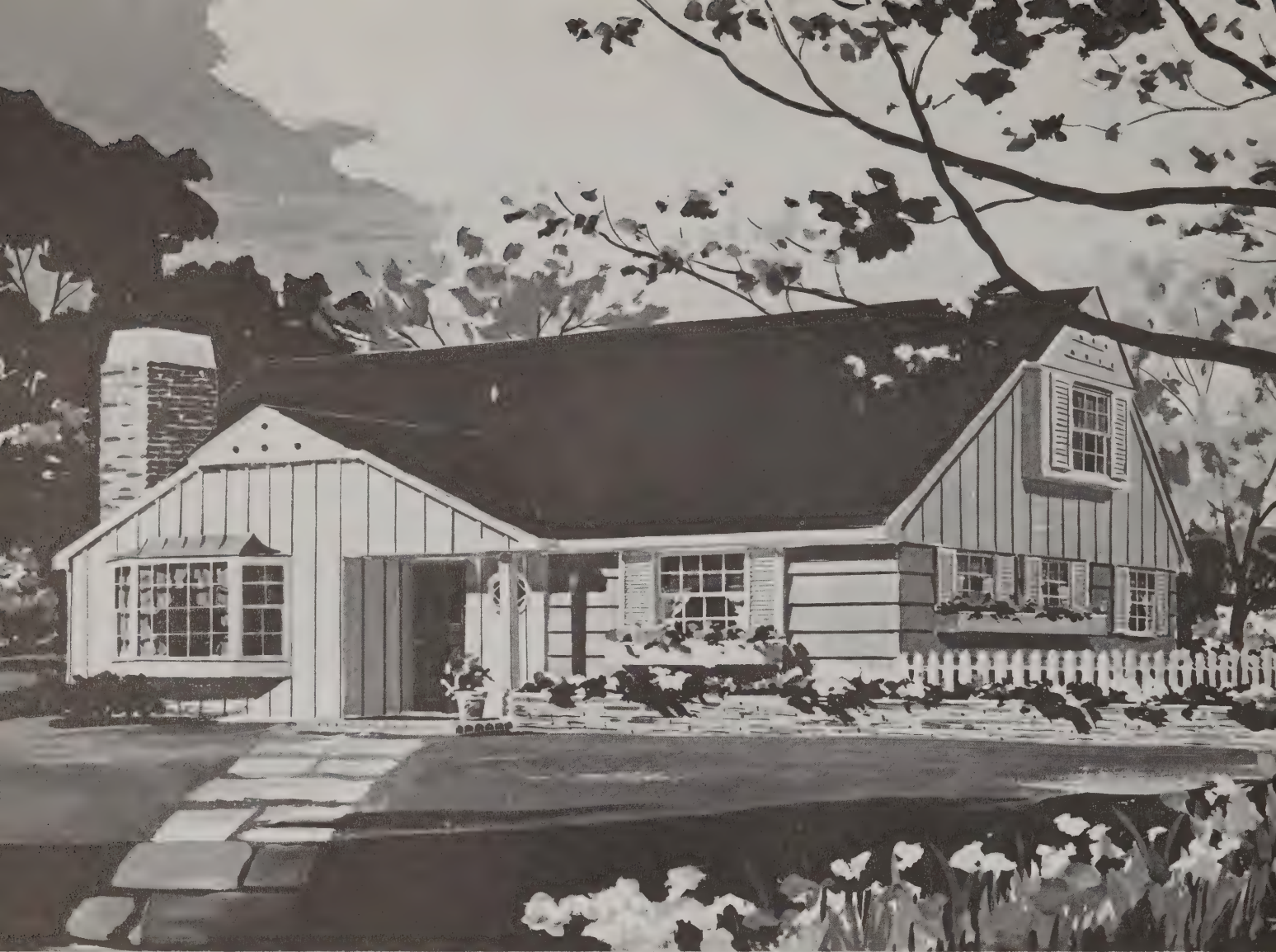




**PLAN P-577**—House area 1749 sq. ft. The fulfillment of the nations desires in home design . . . statistics compiled from 3 national sources expressing personal housing needs were developed into the home shown here. Its popularity has substantiated its truthful expression of the peoples wants. Some of the requirements incorporated are: 3 bedrooms — separate dining room — mud and laundry room — family room — no cross traffic — eating space in kitchen — rear kitchen — front living room — separate family room entrance — large master bedroom with private bath — den and hobby room — covered porch — ample closet space — conservative modern exterior. In addition to these features, several other attractions are provided; sound proof wall between family room and den — folding partition between den and bedroom No. 1 — built-in bookcase — two fireplaces — no stoop oven and counter top cook unit in kitchen — twin lavatories in bath — covered front entrance — rear access garden tool storage and several other living features.

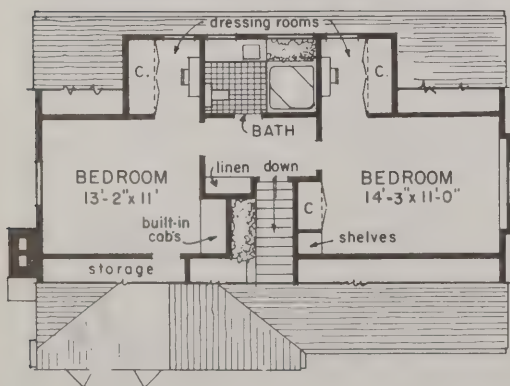




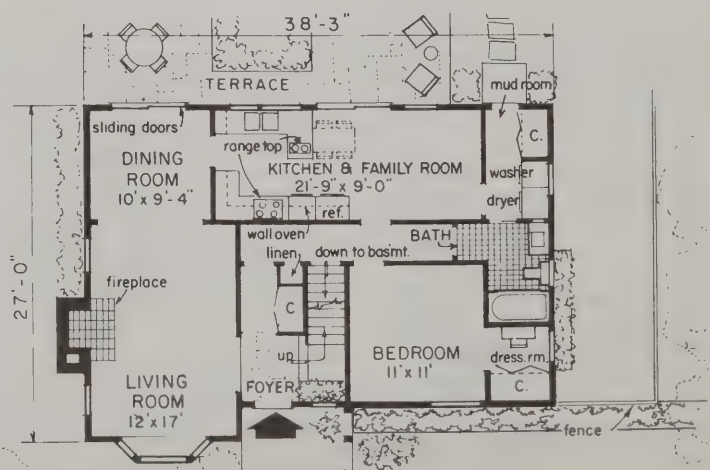


**PLAN P-684**—House area 964 sq. ft. on first floor and 592 sq. ft. in expansion attic. The charm of a story-book honeymoon cottage is captured in the exterior of this economy home. Two bay windows, flower boxes, shutters, picket fence and dutch door all add to the appeal. Inside, efficiency and roominess provide exceptional living comfort. The combined areas of living and

dining room and kitchen and family room give a big house look to the modest size yet does not spoil the effect of separate room definition. The foyer is as charming and quaint as the exterior with its flagstone floor, curved stair and interior plant box. The bath is ideally located for privacy and easy access.



EXPANSION ATTIC



FIRST FLOOR PLAN



# YOUR BUILDING PRODUCT SELECTOR

## SCULPTURED ELEGANCE FOR YOUR CEILINGS

Ceiling tile design attains a new pinnacle of beauty in distinguished new patterns from Flintkote. Thanks to an exclusive new Flintkote process, tiles have a sculptured dimension as clear and clean as a cameo, a new degree of richness and refinement. Flintkote Ceiling Tile is available in both decorative and acoustical styles, and in a rich and inspiring selection of patterns and textures — each certain to provide a perfect complement to any decorative scheme. There are eight acoustical styles

to choose from, plus two others which combine subtle decorative patterning and perforations.

Flintkote Acoustical Ceiling Tile effectively absorbs disturbing sounds, makes a room more quiet and more pleasant to live in as it beautifies. The tiles are quickly and easily installed at amazingly low cost — either by your builder or by yourself. And the ceiling retains its beauty — for most Flintkote Ceiling Tiles have a washable surface.

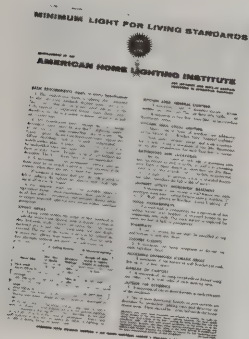
THE FLINTKOTE COMPANY



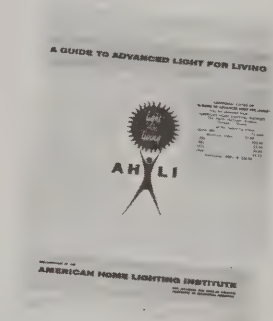
Free brochure with specification data and illustrations of 14 beautiful styles will be mailed promptly.

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 28 ON COUPON PAGE

## HOW TO PLAN LIGHT FOR LIVING FOR YOUR HOME



You need good fixture lighting from walls and ceilings to provide beauty, convenience, safety and lasting value in your new home. Good lighting brings out color, texture and design of walls, floors and finishings. A complete guide to minimum installations throughout the house is included in "AHLI Light for Living Standards," and dramatic ideas are contained in "AHLI Guide to Advanced Light for Living." Both will be mailed to you promptly and at no charge.



AMERICAN HOME LIGHTING INSTITUTE

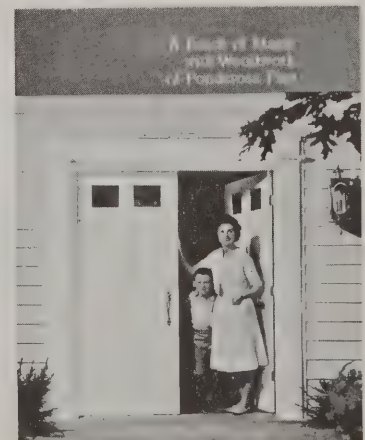
SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 29 ON COUPON PAGE

## ADD ARCHITECTURAL DETAIL WITH STOCK WOODWORK

New full color 16 page booklet shows how to give your home "A Touch of Magic with Woodwork of Ponderosa Pine". Ordinary rooms can be transformed into warm, inviting reflections of the home owner's personality simply by the use of stock woodwork. A wide variety of precision-made stock woodwork products are available at local building material dealers. This free booklet illustrates how to use the four basic styles of wood windows for both comfort and economy . . . how wood

windows save fuel, cut air-infiltration and avoid annoying condensation. It tells how you can set the tone of your home's character by selecting gracefully designed stock entryways. It shows how panel doors and louver doors give continuity to the architecture of your home and harmonizes with your own beautiful furniture. Suggestions are made for adding a touch of magic with stock mantels, mouldings and corner china cabinets.

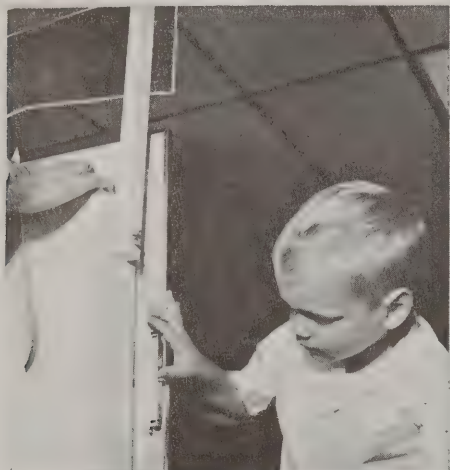
PONDEROSA PINE WOODWORK



SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 30 ON COUPON PAGE



# YOUR BUILDING PRODUCT SELECTOR



## CHILD-PROTECTIVE MEDICINE CABINETS READY FOR HOME USE

The CHILD-PROTECTIVE MEDICINE CABINET, new safety device for the home, is being introduced by manufacturers of medicine cabinets. It features a latch so designed that adults can readily open it, but children find it impossible. As the photo indicates, a child's hand is too small to disengage the latch.

The achievement of an effective, durable low cost CHILD-PROTECTIVE MEDICINE CABINET is the result of three years of research and development by members of the Medicine Cabinet Manufacturers Council and the two latch manufacturers—National Lock Company and the Wagner Manufacturing Company.

The project was initiated at the request of the United States Public Health Service and the drug manufacturing industry. The U.S. Public Health Service has stated they hope that some 500,000 accidental child poisonings occurring annually can be reduced through the installation and usage of CHILD-PROTECTIVE MEDICINE CABINETS in homes.

In a research house built by the National Association of Home Builders in Rockville Maryland, the cabinet was one of the highest rated new products by both the builders and the public who visited the house and expressed their opinions.

**HOME SAFETY COUNCIL**

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 31 ON COUPON PAGE



## STEEL STRINGERS FOR THE OUTSIDE BASEMENT STAIRWAY

Here's the answer to building an outside basement stairway quickly, economically. BILCO Stair Stringers go into place fast to eliminate layout and forming time required for concrete steps. Stringers are slotted to receive 2" x 10" wood treads. Stringers are available in three sizes to fit masonry openings for each standard size BILCO Basement Door.

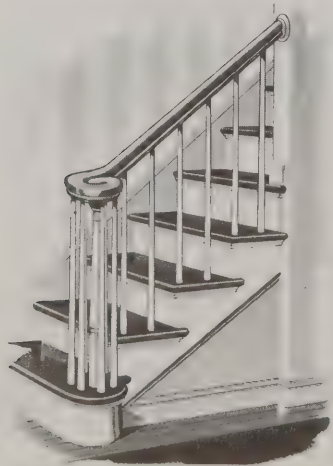
In addition to speed and economy of installation, this stair system has an advantage over concrete steps, because the treads can be removed for placing an extra large item into the basement.

If desired, translucent plastic material can be stapled between the treads and a light placed under the steps. This makes an attractive backlighted stair to the yard.



BILCO steel Stair Stringers are sold at leading lumber and building supply dealers. Informative literature about this product shown above. **THE BILCO COMPANY**

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 32 ON COUPON PAGE

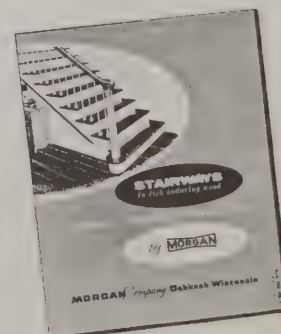


## SUPERBLY DESIGNED STAIRWAYS ADD LASTING BEAUTY

Will the design of your home be a split-foyer, bi-level, multi-level or two story? You can be sure of a graceful stairway exactly suited to your taste when you select from the many combinations of architecturally correct stairparts offered in the 24 page brochure of Morgan stairways.

Choose a modern or traditional stairway from the many styles available. Let the friendly warmth of rich enduring wood set the mood and character of your home's interior. Morgan selects kiln dried hardwood perfectly machined and sanded to assure you a beautiful stairway that will last the life of your home.

**MORGAN COMPANY**

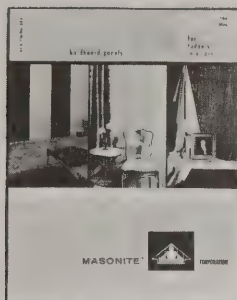


SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 33 ON COUPON PAGE



# YOUR BUILDING PRODUCT SELECTOR

## INTERIOR BEAUTY FROM MASONITE



A 16 page full color presentation of the entire Masonite interior line. All application procedures are fully covered with completed installation and product photos.

From exciting new Marbletone, the stunning Travertine Marble patterned hardboard, to rich and beautiful Royalcote wood grained paneling — Masonite now offers you true beauty for your interior wall coverings at sensible Masonite prices. Quality and durability are crafted into every Masonite product to insure long service and lasting beauty. Be sure and examine the complete line of nine different color and grains in the Royalcote line — all through your new home, you'll find a use for quality products brought to you by Masonite, the standard of excellence in the hardboard industry.



MASONITE CORPORATION

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 34 ON COUPON PAGE

## BRING THE OUTDOORS INDOORS WITH PATIO DOORS BY ANDERSEN



Having an Andersen Gliding Patio Door is a wonderful way to join the fun thousands of families are finding in indoor-

outdoor living. It glides open and closes effortlessly, adds picture window appeal to any new home or remodeling project. It comes from the factory completely assembled with a gliding screen and installed latch that pulls doors shut snugly and locks them from the inside. Welded insulating glass and grills are available as optional features. Send for Andersen's free booklet for more information.

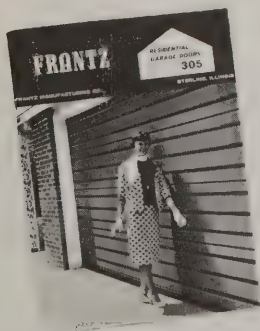
A helpful twenty-page full-color booklet describing all of the Andersen Corporation's popular window styles and their optional equipment including size tables and color photographs of actual installations.

ANDERSEN CORPORATION



SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 35 ON COUPON PAGE

## FRANTZ WOOD GARAGE DOORS for CUSTOMIZED HOMES



A 20-page brochure shows the wide variety of designs available with complete specifications.

Frantz wood overhead-type garage doors are available in a wide variety of sizes and styles to give your home a personal touch... choose Colonial, Contemporary or Traditional styles. Frantz garage doors are expertly crafted from the finest grade kiln dried Fir and custom made hardware, for a door that graces any home regardless of cost. Special balancing system lets you raise and lower the door effortlessly. Add a bright spot of style and durability with Frantz wood garage doors. Available anywhere in the United States.



FRANTZ MANUFACTURING CO.

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 36 ON COUPON PAGE

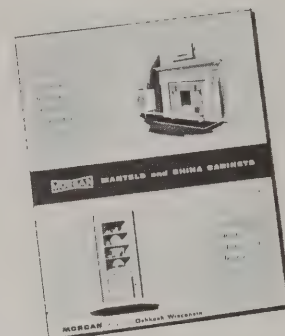


# YOUR BUILDING PRODUCT SELECTOR

## BEAUTIFUL MANTELS and CHINA CABINETS BY MORGAN

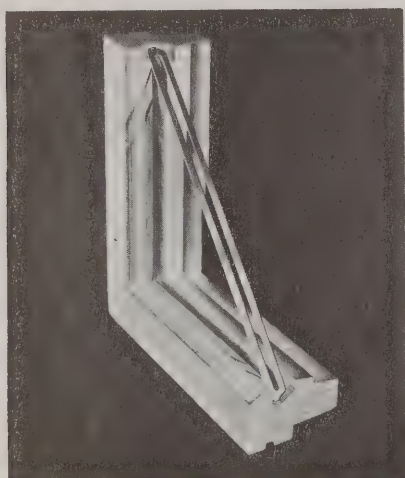


Strip the interior of your home to the bare shell and you have only cold, dull uninteresting space. The hard rough texture of an exposed stone or brick fireplace has a distinctive rugged beauty. Now add the warm glow and charm of a beautifully moulded Morgan Mantel or Surround of satin smooth Ponderosa Pine and you have a cozy room. The warmth of wood added to the interior makes a house — a home. For added beauty and practical storage for your treasured pieces select a china cabinet from nine designs offered by Morgan craftsmen in their 12 page Mantel and China Cabinet brochure.



MORGAN COMPANY

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 37 ON COUPON PAGE



## WITH WELDED INSULATING GLASS CUT WINDOW CLEANING IN HALF

You can end forever that twice a year struggling with storm windows. No more cleaning, no more storing. It can amount to an extra four days vacation for the average homeowner. With welded glass, you cut your glass surfaces per window from four to two and your window cleaning time in half, something every housewife will appreciate (and most husbands, too).

Remember, it takes finely-engineered—weather-tight windows to make welded insulating glass practical. Send for the free Andersen Window booklet for full details on all styles of "America's most wanted windows."

A helpful twenty-page full-color booklet describing all of the Andersen Corpora-



tion's popular window styles and their optional equipment including size tables and color photographs of actual installations.

ANDERSEN CORPORATION

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 38 ON COUPON PAGE



## THE VANITALL—FOR TRUE BATHROOM LUXURY

There's no need for the bathroom to be the plainest, most drab room in the house. Give it an atmosphere of smart luxury with the unique Vanitall from Whitehall. Standard units available in widths ranging from 24 to 72 inches—16 glamorous natural finishes and 13 dazzling decorator enamels. Special finish is completely impervious to the bathroom's high moisture

content. Advanced fine furniture stylings include French and Italian Provincial, Futura, Americana, Regency and others to conform to the decor of any home. In addition to standard units, custom Vanitalls will be individually manufactured to fill special requirements. Additional information and illustrations will be mailed promptly.

WHITEHALL KITCHENS

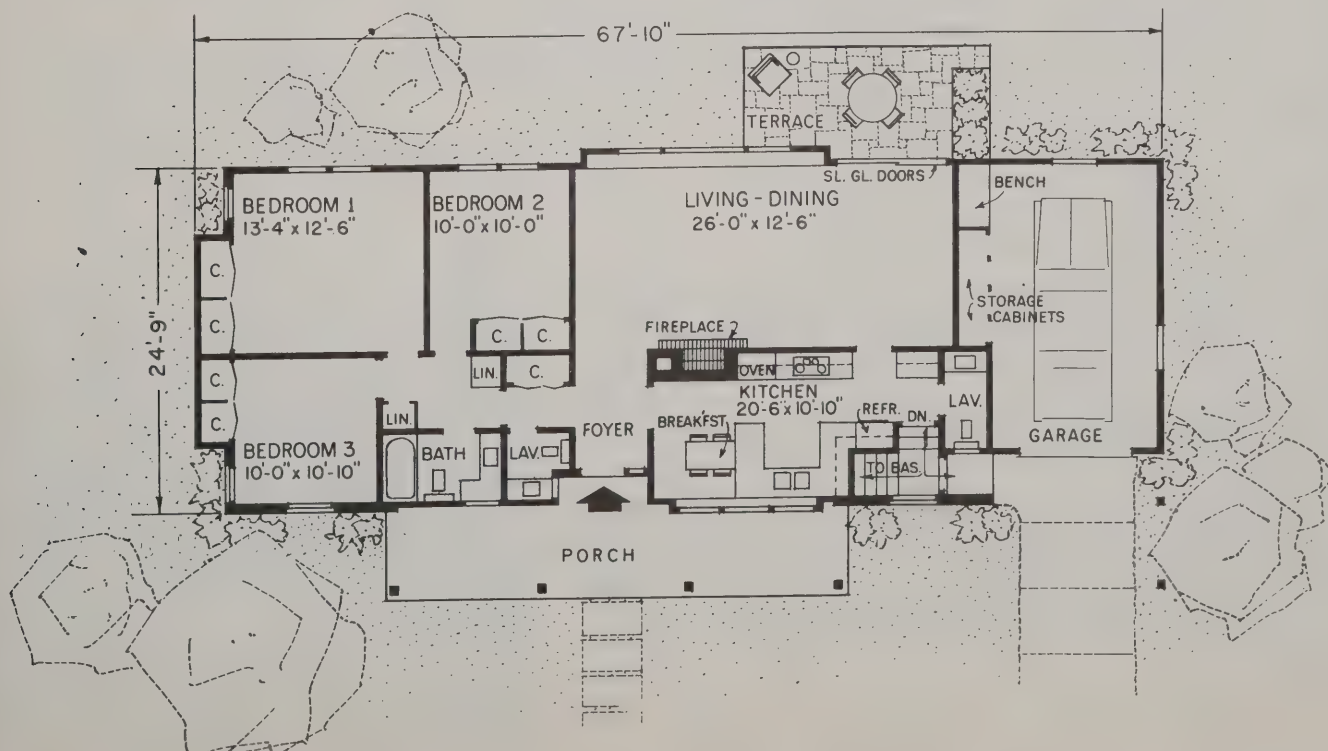
SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 39 ON COUPON PAGE



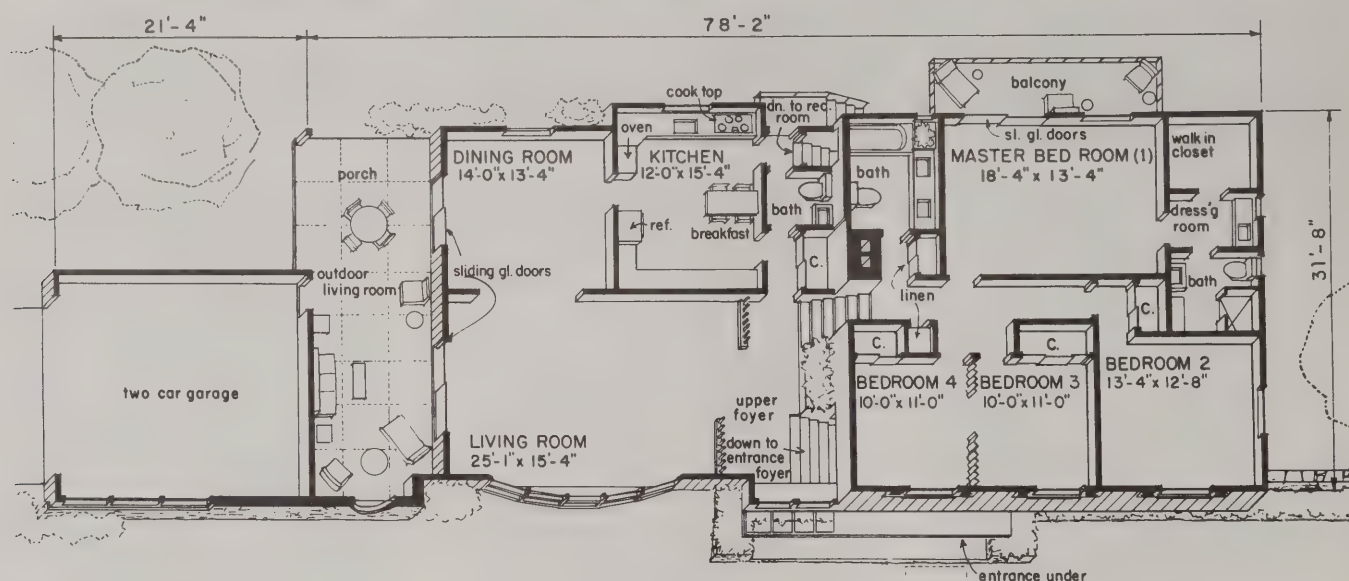
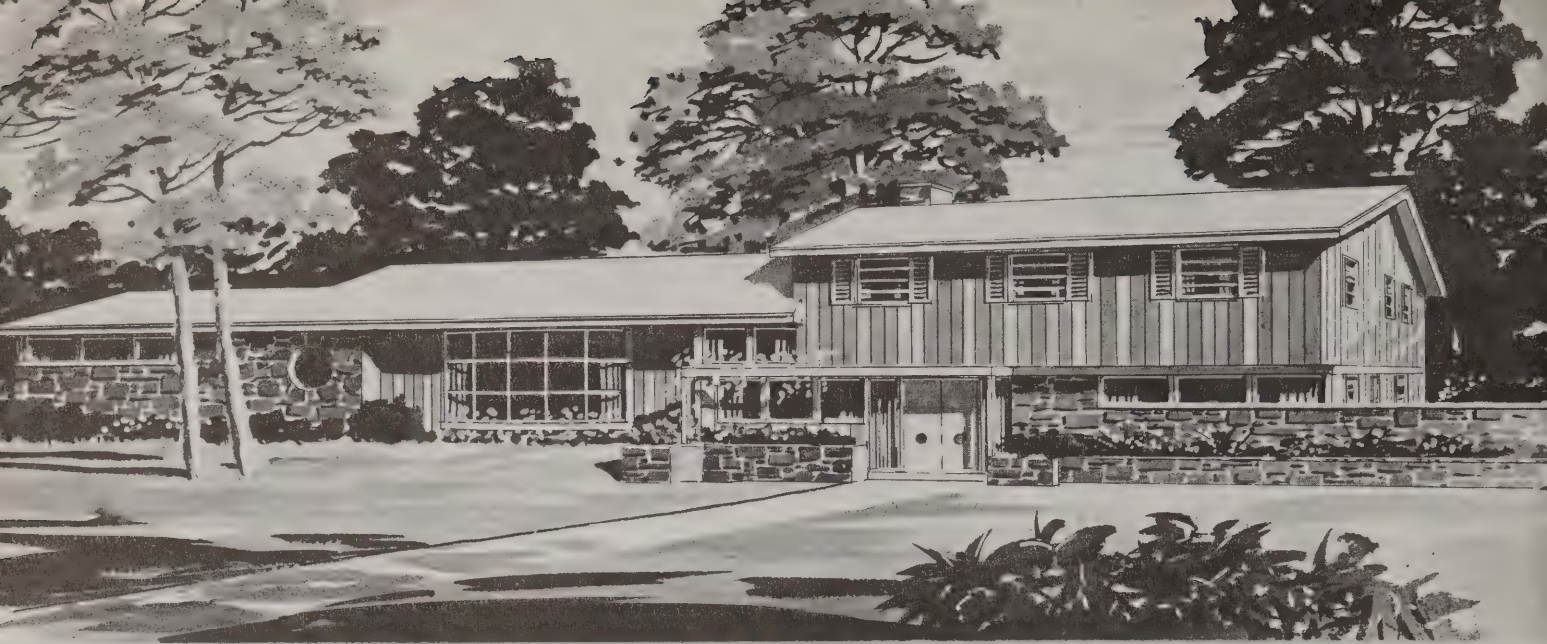


**PLAN P-832**—House area 1,321 sq. ft. Not many homes of this size can boast as many big house features; and the key to it is the rear location of the spacious (26' by 12'6") living-dining room. This makes it possible for the house to have an entrance foyer, complete with adjoining powder room and large coat closet, plus a well-planned house-keeping area. The work zone of the kitchen is

U-shaped for step saving efficiency, the breakfast area adjoins but is not in the way, and from the housewife's position at the double sink she can overlook the sweep of the front yard. A quietly tasteful loggia with arched columns adds a homey touch to the exterior and combines with deft use of brick and vertical siding for an appearance that will be appealing for decades to come.



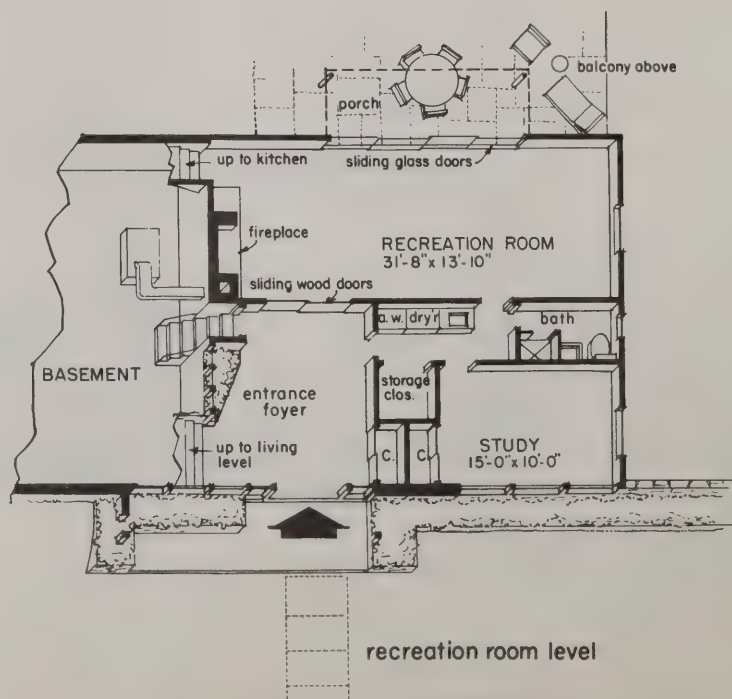




**PLAN P-625**—area 2076 sq. ft. on living and bedroom levels. A split level house for the large or growing family specifically designed for impressive and luxurious living. Added to the 67 foot main portion of the house is an outdoor living room (breezeway) and a two-car garage. This extends the full length to over 99 feet! The design of the breezeway with the masonry wall across the front and the garage, with side instead of front entrance, add to the visual length by giving the appearance of being part of the main house. The front entrance is on grade and the detail surrounding it previews the elegance that lies within. The masonry planters, the trellis, the weather protective roof over the double doors and the window grouping all add their charm.

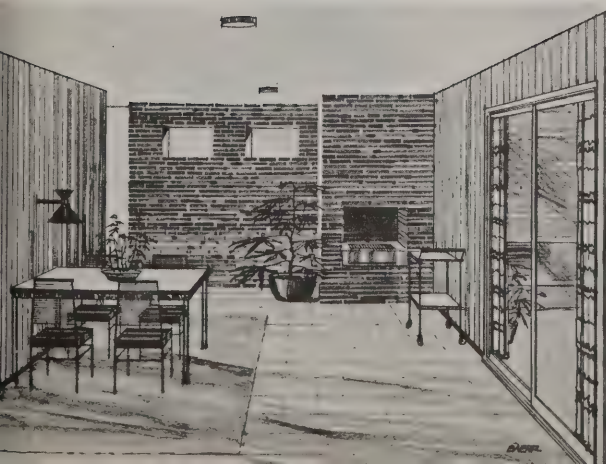
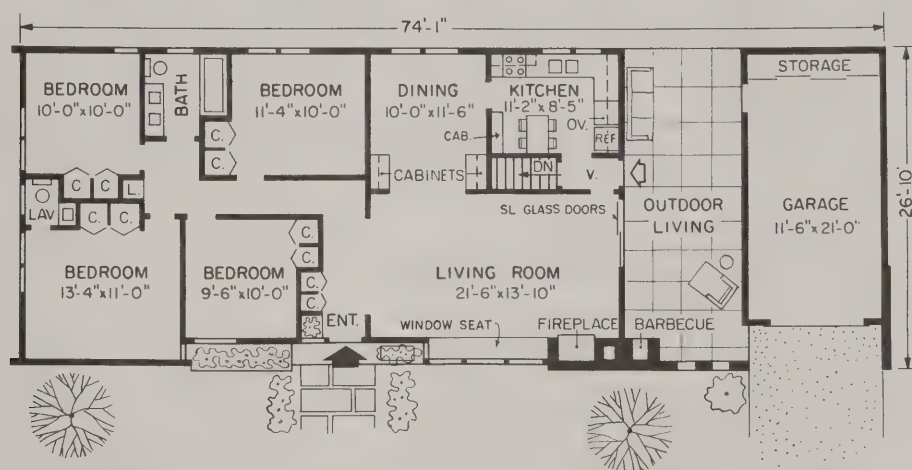
The double window above the trellis is a particularly interesting detail. It occurs in the upper foyer and projects out from the living room wall forming a shelf . . . a perfect spot for decorative china pieces or collectors' items.

living and bedroom levels



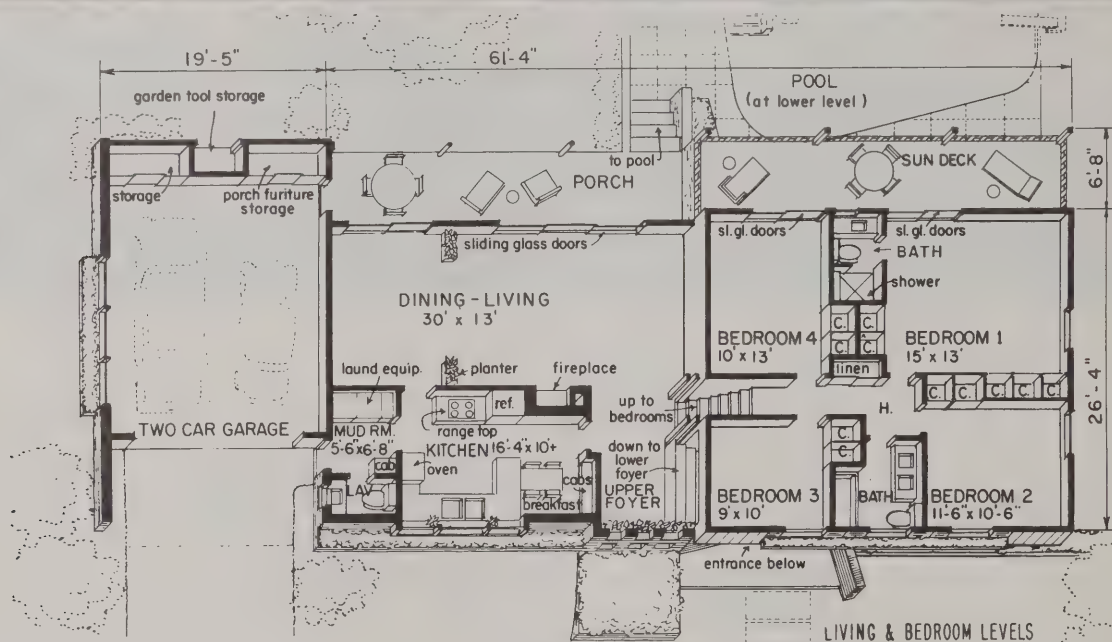
recreation room level



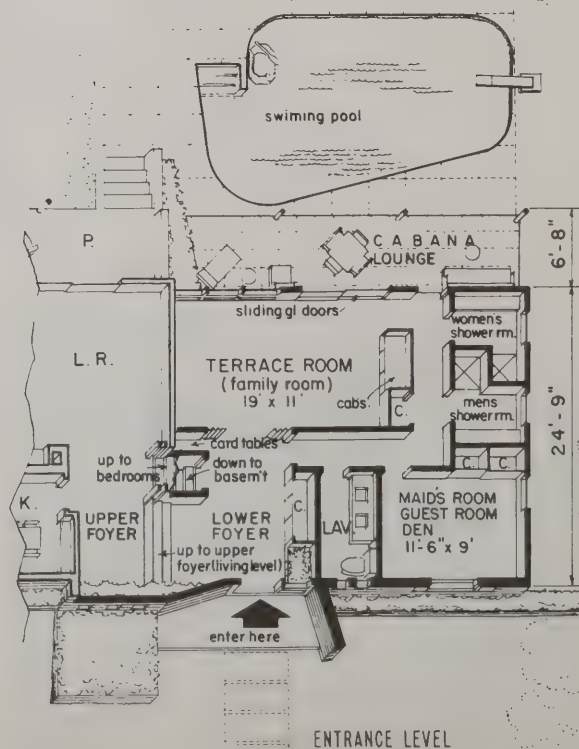


**PLAN P-790** — House area 1,319 sq. ft. An economical, modest sized home designed for simple framing to aid cost saving. Because of exterior architectural handling, the apparent width of house is enlarged; brick of chimney was extended across face of outdoor living room tying garage into entire structure. The 260 sq. ft. outdoor living area, roofed and weather protected, adds appreciably to useful living space of the house. The barbecue is both an exotic and useful built-in. The window seat, corner fireplace and glass doors in the living room are design features to make living more pleasant and interesting. Note how service door leads from the covered porch directly to kitchen or down to full basement.





**PLAN P-644**—House area 1567 sq. ft. on living and bedroom levels. Interesting design coupled with expert and common sense planning plus the use of the split level type house, offers luxury on a budget. With all the extra livability provided, a few luxury features can well be afforded which places this home in the young executive's classification. Outstanding luxury feature of this desirable residence is the swimming pool and the accompanying upper sun-deck and lower lounge. If desired, the pool installation may be left till a later date or omitted completely. Covered front entrance received particular design attention to give it the dignity and interest it deserves. Double, splayed masonry walls compliment the door plus its side panel of glass; pierced masonry wall to left adds to the decor. Luxury carries inside with lower and upper foyer, entrance level powder room and showers, maid or guest room, terrace room, 30 foot living and dining room, 30 foot porch and 4 bedrooms with two baths. Combination of kitchen and mud room stretch an impressive 22 feet; step saving food preparation center is "U" shaped for efficiency. Two car, attached garage, which adds to the length of the home, has both interior and exterior storage to the rear. House storage is well provided by numerous closets and a full basement under the living level.



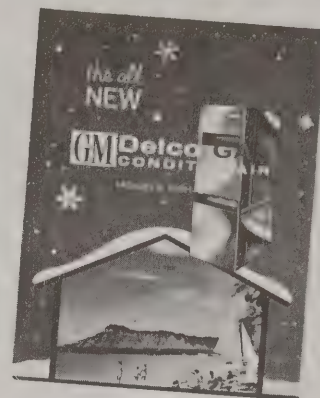


# YOUR BUILDING PRODUCT SELECTOR

## COMFORT BY THE HOUSEFUL—WITH CHOICE OF FUEL



The compact GM-Delco Conditionair is available in both gas and oil-fired models, each specially designed to provide maximum efficiency and economy. Both upflow and downflow models are available in a wide selection of sizes and capacities to provide even, comfortable heat for any size and style home. For year-round comfort, it's easy to install GM-Delco Air Conditioning with either the Gas or Oil Conditionair. Descriptive folders, giving data on dimensions and specifications for both Gas and Oil Conditionairs will be mailed promptly on request.



DELCO APPLIANCE DIVISION, GENERAL MOTORS CORP.

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 40 ON COUPON PAGE

## SECRET SOIL IN TAP WATER CAN SPOIL YOUR NEW HOME

All tap water contains SECRET SOIL. Even good city water or well water has SECRET SOIL in it. SECRET SOIL can be iron or rust that puts mean, red stains on kitchen and bathroom fixtures or in clothing and linens. SECRET SOIL can be visible and invisible dirt particles. It can be algae, or the dissolved minerals that roughen fabrics, clog plumbing and appliances or leave spots on glasses, dishes, tile and floors. This SECRET SOIL does other dangerous, annoying or costly things to your home and family. Whether it is city water or well water, tap water in your home has one or more of these impurities...unless it is REFINED WATER.

MIRACLE WATER Tri-Matic removes any

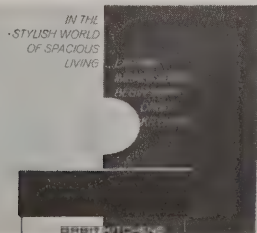
and all of these soiling impurities and gives you clean, crystal-clear, taste-and-odor-free REFINED WATER from every faucet in your home. Simply, economically, automatically MIRACLE WATER Tri-Matic can help keep your home beautiful, add to family contentment and convenience and save money for you. Protect your home, your family, your possessions with MIRACLE WATER Tri-Matic. Keep your home bright and shining, your plumbing fixtures gleaming, your plumbing pipes clear and free-flowing, your appliances and water heater functioning more efficiently for years and years. Have MIRACLE WATER Tri-Matic in your home from the start.

WATER REFINING COMPANY



SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 41 ON COUPON PAGE

## TOTALLY NEW CONCEPT IN KITCHEN DESIGN



Now, available for the first time to the American home owner, ORBIT Kitchens are created on a modular system. The various sized cabinets, cupboards and ROTATING DRAWERS (which can be stacked to achieve any height, or suspended individually) are designed not only to meet any space

requirements...but also to look well together in any combination of sizes, with any other unit and with all major brand appliances.

A dramatic departure from the conventional kitchen, all doors slide silently out of sight, and all units are flat-surfaced...easier to clean without handles. Both interiors and exteriors are made of durable plastic laminates—the strongest, longest-wearing materials known. Choosing from a sweeping range of colors, the result is a kitchen already acclaimed as unequalled in smart appearance and complete functionality. Both a catalogue of the units available and a colorful descriptive brochure will be mailed promptly upon request.

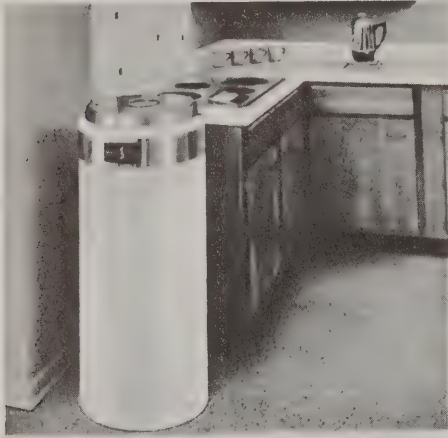


ORBIT KITCHENS — ORBIT IMPERIAL DESIGN CORP.

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# YOUR BUILDING PRODUCT SELECTOR



WATER REFINING COMPANY

## HAVE PENNIES-A-DAY MAID SERVICE IN YOUR NEW HOME

Something that could reduce the time required for home-making tasks, help provide more convenient, happier lives for your family and at the same time protect your home and possessions would be more valuable even than maid service, wouldn't it?

REFINED WATER from every faucet in your home through MIRACLE WATER Tri-Matic can do all these for you, automatically, for just pennies-a-day. Your investment in your home deserves the protection of REFINED WATER. You and your family deserve the convenience, pleasure and protection of REFINED WATER. To learn more of what REFINED WATER can mean to you and your family, send for the free literature about MIRACLE WATER Tri-Matic.



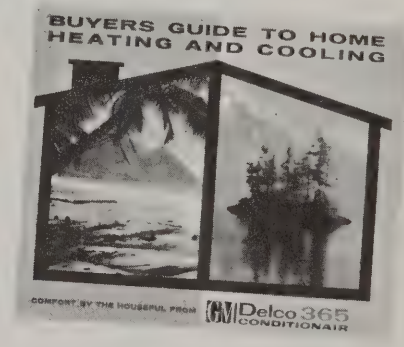
SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 43 ON COUPON PAGE

## THE ANSWERS TO HEATING AND COOLING QUESTIONS

All of your questions on both the heating and cooling of your new home are answered in this informative and colorful booklet from the Delco Appliance Division, General Motors Corp. Your choice of fuels, the cost of year-round comfort, the effects of air conditioning on health, home maintenance and property value...all these subjects and many more are discussed in authoritative and helpful terms. Do you know, for exam-

ple, how much air conditioning will cost where you live? The booklet explains that, while costs vary with the size of house and climate of the area, the "luxury" of central air conditioning will add less than five percent to your total new-home cost.

Before you build, be sure to have the facts on all facets of home comfort. Send for the "Buyers Guide to Home Heating and Cooling."



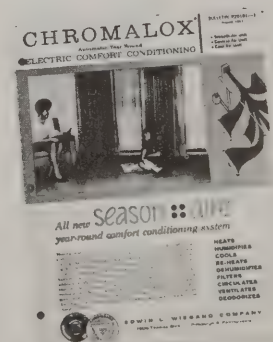
DELCO APPLIANCE DIVISION, GENERAL MOTORS CORP.

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 44 ON COUPON PAGE



## SEASON-AIRE YEAR-ROUND COMFORT CONDITIONING

Chromalox Season-Aire gives your home more than just heating and cooling. You simply dial the climate you want for any season, in any room. Season-Aire is all electric...does wonderful things to the air you live in. It adds heat and humidity in the Winter...cools and removes humidity in the Summer. The air is filtered electrostatically and deodorized. Furthermore, it ventilates and circulates the air ever so smoothly...without the hint of a draft. And does all of these things automatically! So plan now to have Season-Aire installed in your lovely new home...don't settle for less.



EDWIN L. WIEGAND COMPANY

Send for colorful free 8 page booklet

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 45 ON COUPON PAGE



# What's NEW in home building



★ *Advanced closet door designs provide decorating interest*

Closet doors today can be one of the most exciting elements of a room's decorating scheme—and at the same time perform their utilitarian function better, too.

New Homeshield pre-hung folding doors, shown in product listings by the American Screen Products Company elsewhere in this issue, offer the advantages of easy installation and effortless operation—in addition to superb beauty.

The handsome new doors are pre-assembled and delivered as one unit, with even the hardware already attached. Installation often takes less than 10 minutes. The doors fold flat against the wall when opened, thus allowing 100 percent access to the interior of the closet. Specially designed hardware prevents sagging, whether the doors are open or closed.

Four distinctive and attractive styles are available to complement decorating schemes of any period. As delivered, the doors have an oyster white matte finish, which may readily be painted any color you choose.

The finish is a thermoplastic material that is completely washable and will not rust, corrode, warp, twist or swell. It resists chipping, peeling, staining, and scuffing. In test installations the doors have been opened and closed 300,000 times without a failure.

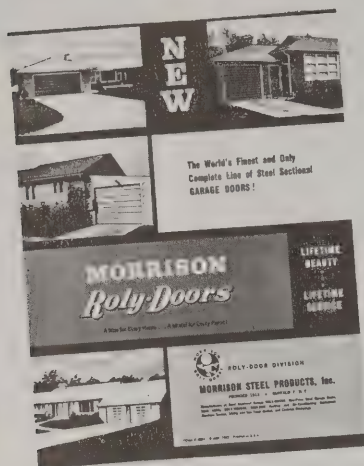
The Homeshield closet door is just one of dozens of high-quality products presented in the building product selector section elsewhere in this issue...products to make your home beautiful or useful or valuable, or your life more leisurely.

Be sure to study the product listings carefully — and along with your order for blueprints ask for further information on each of the products that interest you. The price of your blueprints includes this service. There is no obligation on your part.

You will find complete instructions for requesting this helpful material on the order form at the front of the book.

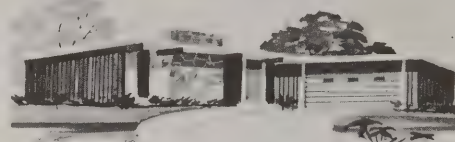


# YOUR BUILDING PRODUCT SELECTOR



## GARAGE DOORS OF LASTING BEAUTY

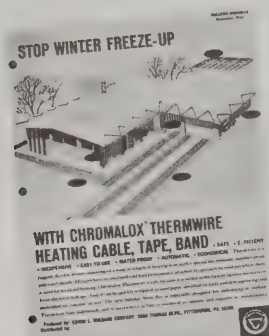
Added years of service are built into each sectional steel Roly-Door to enhance the appearance and prestige of your home. Smooth and effortless operation is a result of precision counterbalancing and advance design tracking that glide Roly-Door at a touch on silent, nylon rollers. Bevelled horizontal grooving between sections provide safe hand-holds anywhere on the door, cannot pinch fingers. Tightly sealed closing prevents rattling and seepage in wind and rain. Solid panelling affords complete privacy and smooth, handsome exterior. Windows are available in your choice of number and location for interior lighting and smart decorator effect.



Thoroughly rust-proofed steel Roly-Doors cannot warp, rot, swell or bind in any climate, are fire and break-in proof. Offered in any dimensions, Roly-Doors are available with radio controlled operators.

MORRISON STEEL PRODUCTS, INCORPORATED

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 46 ON COUPON PAGE



## THERMWIRE PREVENTS SNOW BUILDUP ON DRIVES, WALKS, STEPS

Now you can put an end to that back-aching chore of snow shoveling in winter by installing Chromalox Thermwire electric snow melters. Clear the snow with Thermwire mats embedded in concrete drives, walks and steps. Exclusive tubular Snow-Bars for installing in asphalt drives, too. All it takes is a flip of a switch...and snow melts as it hits! Chromalox snow melters are not a luxury, but they are an extra bit of convenience that can easily and economically be installed in that wonderful new home of yours. And, they will last the life of the property.



EDWIN L. WIEGAND COMPANY

SEND FOR FREE PRODUCT BOOKLET! CIRCLE NO. 47 ON COUPON PAGE



Fleetlite Double Hung Window

## MAKE YOUR WINDOW WISHES COME TRUE

Whether you are contemplating building, buying or remodeling a home, specify the best in windows. Fleetlite finest quality, extruded aluminum windows are the best that money can buy. They are made by a company that has been supplying windows for the nation's finest homes for more than 20 years.

Fleetlite windows are available for every architectural style. The line includes double hung windows and double horizontal sliding windows that insulate without storm windows. A movable inner and outer sash provide ventilation when desired. Fleetlite windows never need painting or puttying. Sash can be washed on both sides without stepping out of the room.

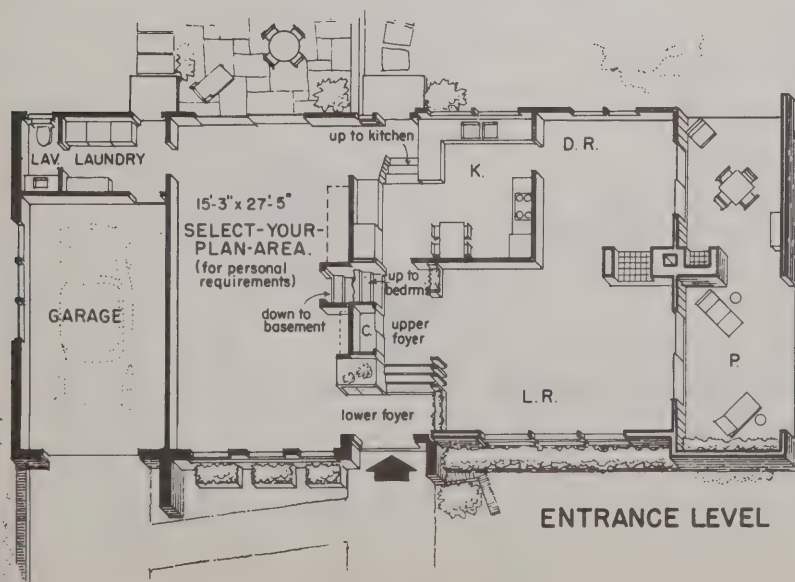
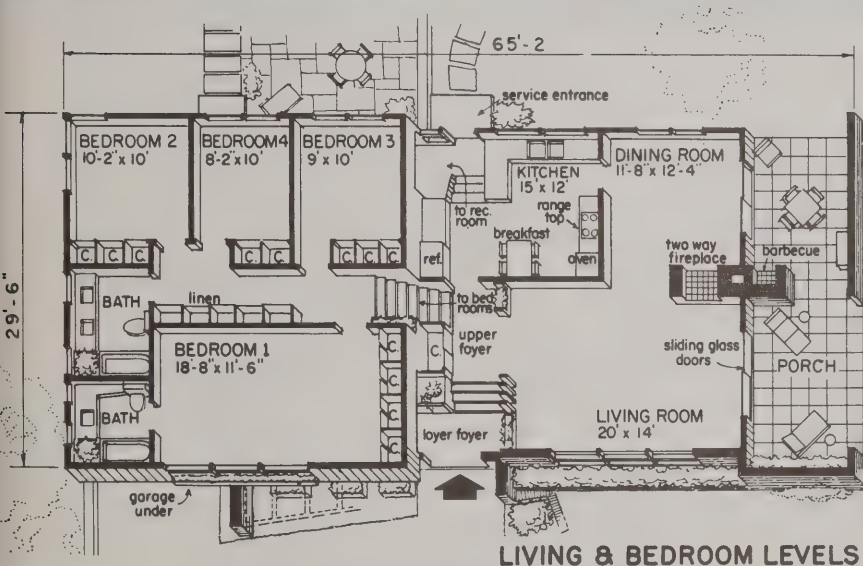


For assurance of window comfort and convenience, specify Fleetlite top quality aluminum windows.

FLEET OF AMERICA.

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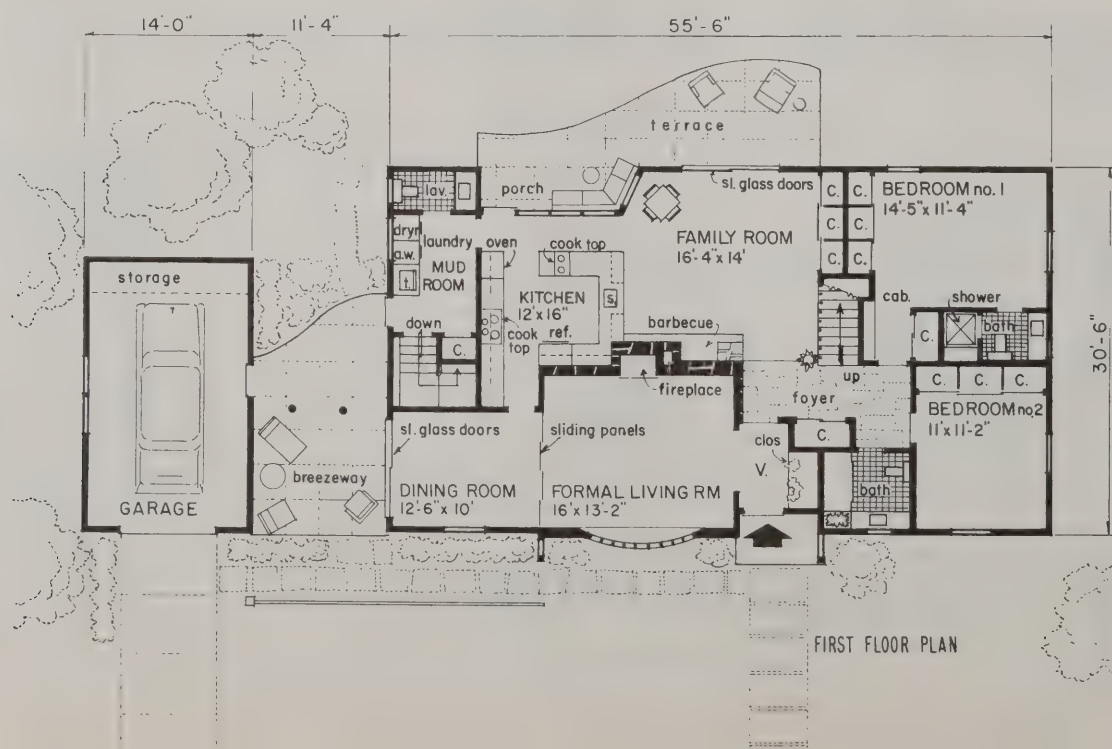




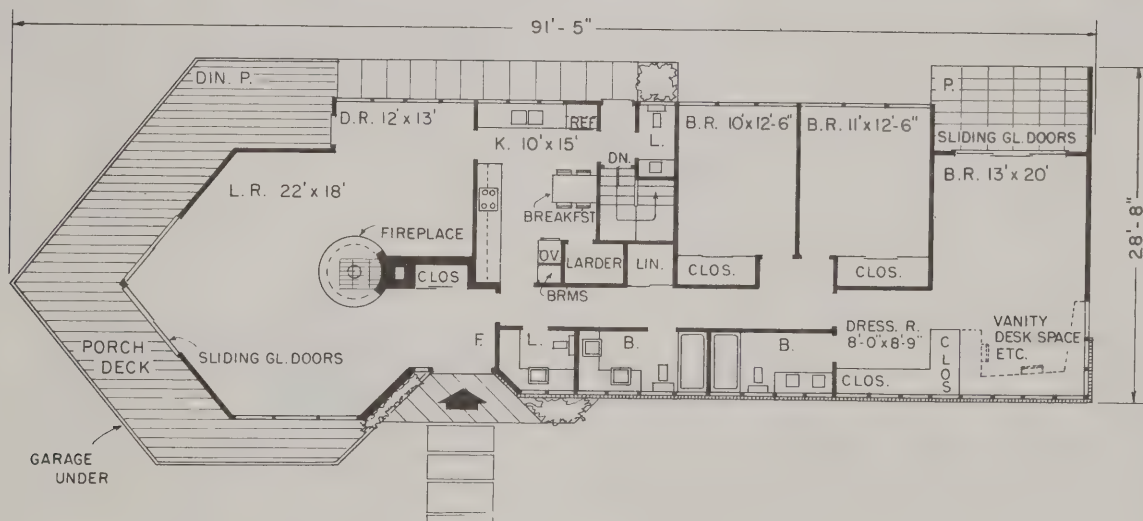
**PLAN P-663**—House Area 1585 sq. ft. on living and bedroom levels. An impressive four bedroom split level home with a new wrinkle in planning. A grade level area of over 400 sq. ft. may be partitioned off for various uses such as: professional suite, rental apartment, family room and den or left as is for a large recreation room. Close association to kitchen makes serving easy to this area. Other unique features of this lovely home are: The private porch, two way fireplace, grade level and upper foyer, private master bath, splayed ceiling in bedroom #1 with cathedral type window and pretentious front entrance with flowered trellis above. . . . All in a medium sized home.







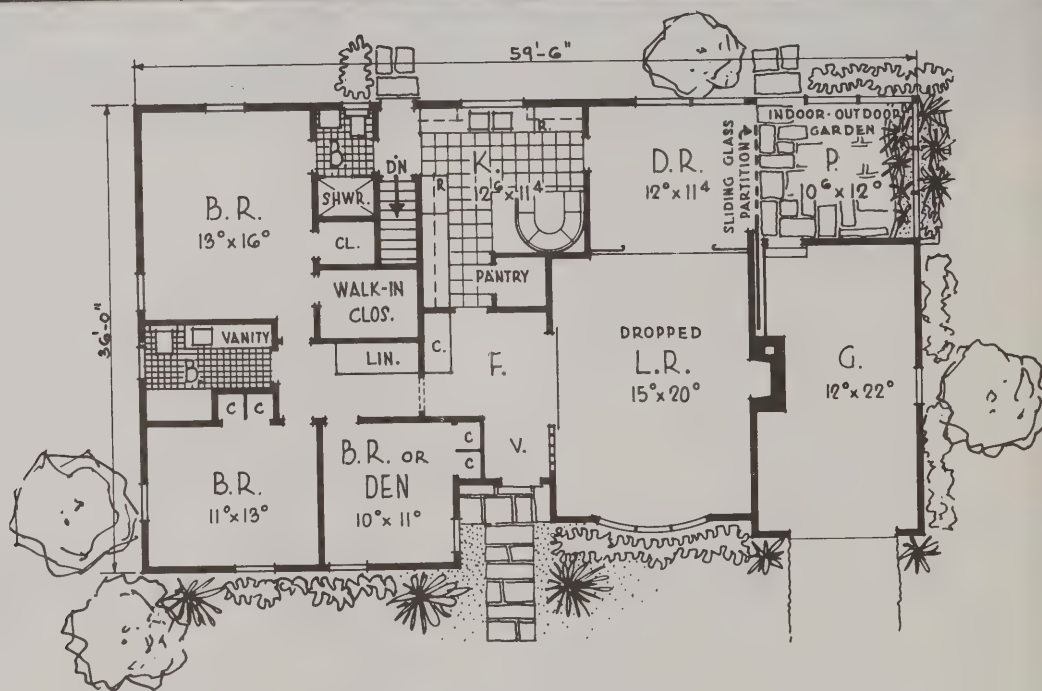
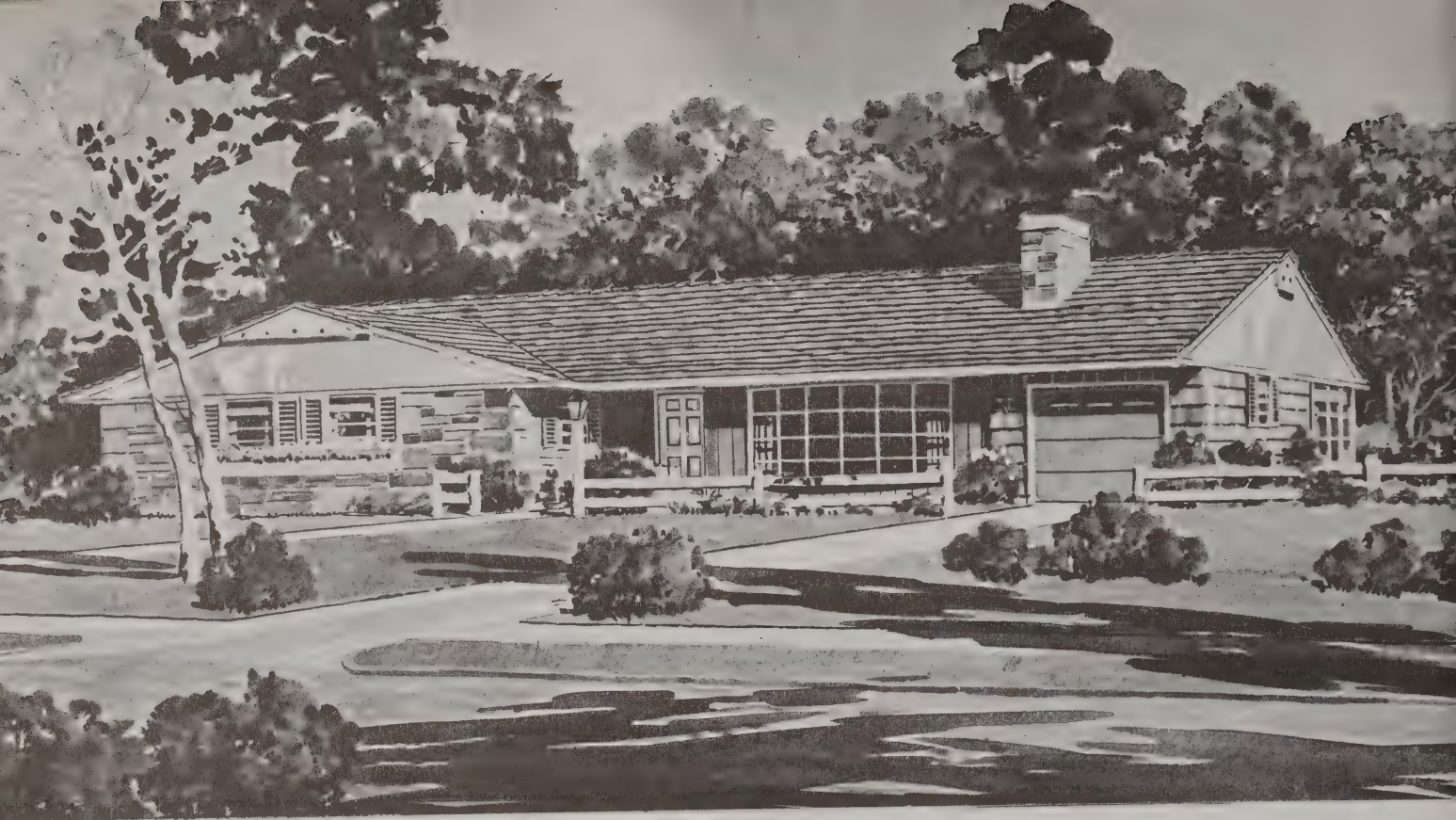




**PLAN P-770** — House area 1,860 sq. ft. The sleek, straight-line planning of this contemporary home provides a striking exterior appearance and highly efficient interior room arrangement. The big living room seems to "flow" around the dramatic circular fireplace. Unusual shape of the room provides a view in three directions. Deck conforms to the shape of the living room, provides elevated outdoor living. Luxurious master bedroom has private dressing room and bath, plus built-in desk and vanity and its own private porch. Kitchen is big, efficient — with added storage space in the larder. Garage is located under living room.





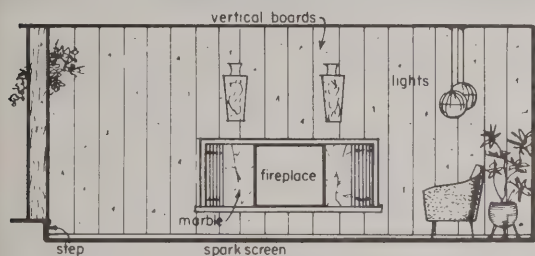
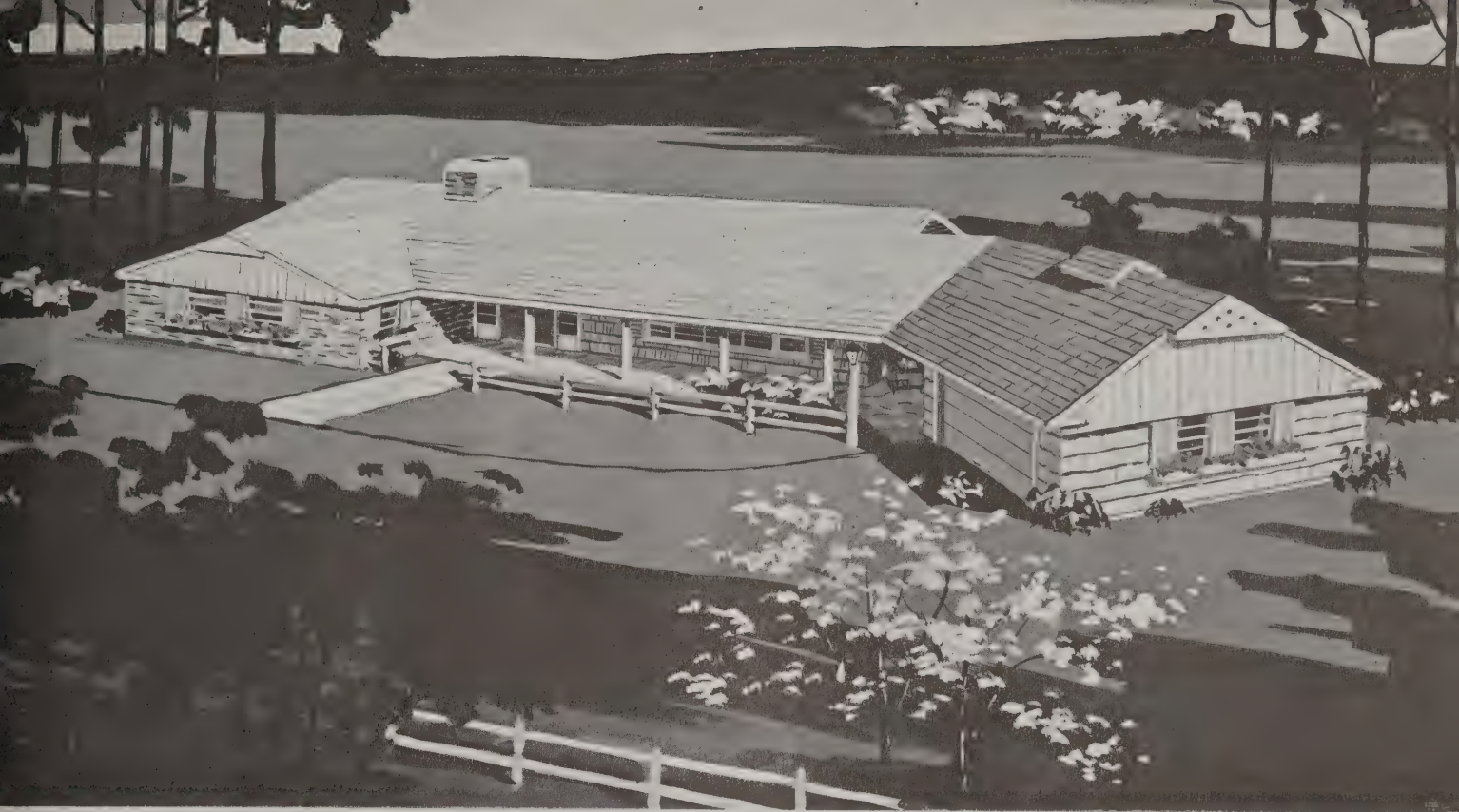


**PLAN P-285**—House area 1740 sq. ft. Pleasing Contemporary style of exterior is a blend of stone, vertical boards and shingles, while broad lines of front elevation provide an air of impressiveness. The interior, meanwhile, is packed with the extras offered by excellent modern planning for better and easier living.

Mother gets the first consideration here with the large but efficient step-saving kitchen. Note its expansive work areas and profusion of cabinets, plus a big food pantry and convenient semi-circular breakfast nook. At the same time, it has the wonderful feature of giving Mom easy control of all areas; the front foyer, rear hall, basement, outdoors, bathroom, master bedroom, and dining room.

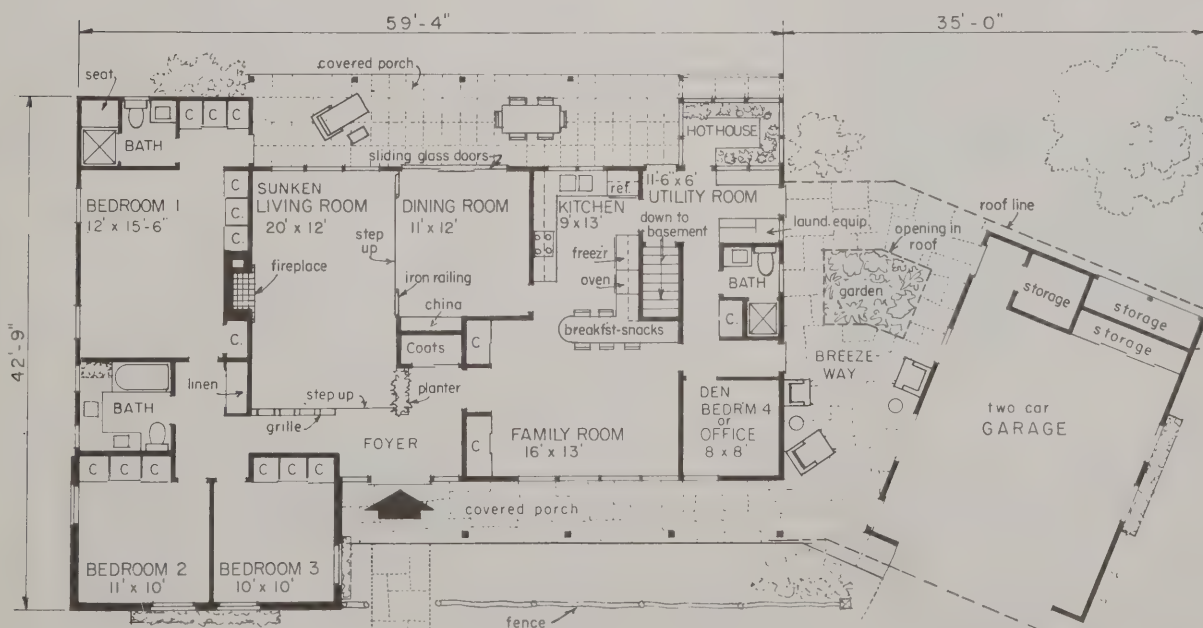
A roomy central foyer leads off to the right to a spacious sunken living room graced by a handsome fireplace and large bow window for cheerful natural lighting. The indoor-outdoor theme is picked up in the dining room which overlooks a glass-enclosed solarium separated by a sliding glass wall. The three good-sized bedrooms have cross ventilation, and are served by two baths. The master bedroom has its own bath and the luxury of two walk-in closets. Note the large, conveniently located built-in linen cabinet.



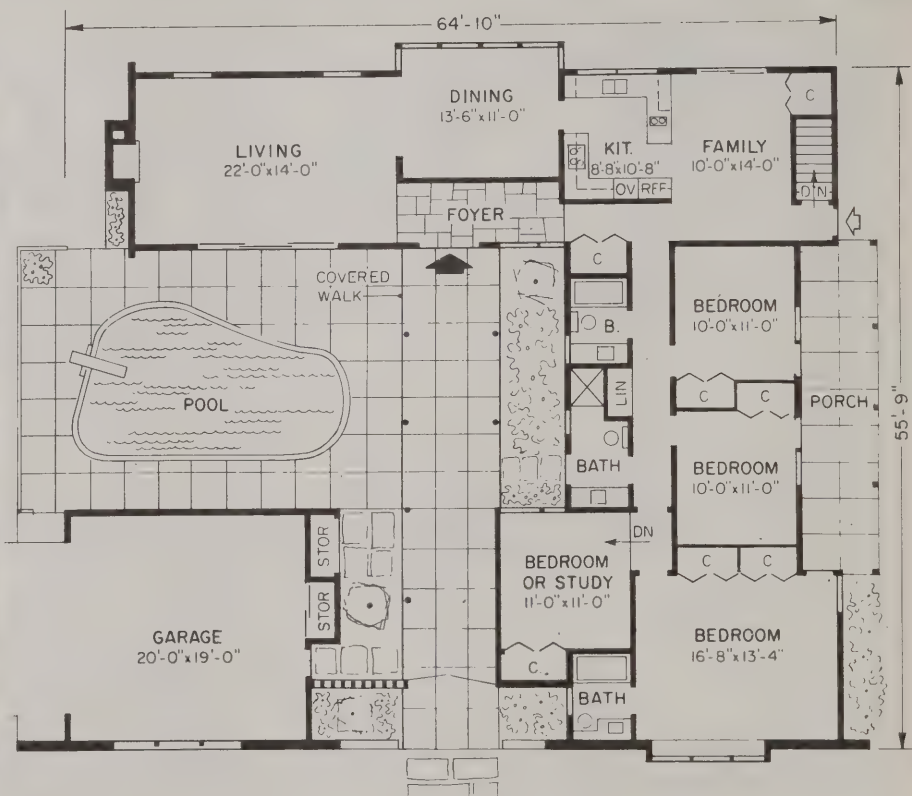
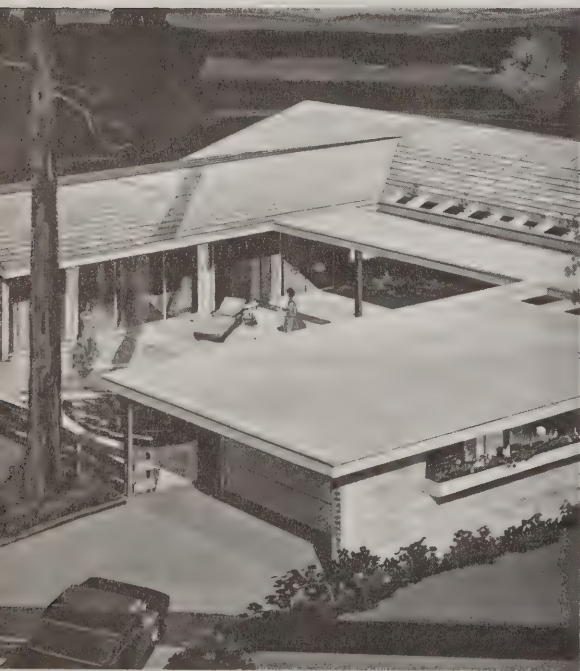
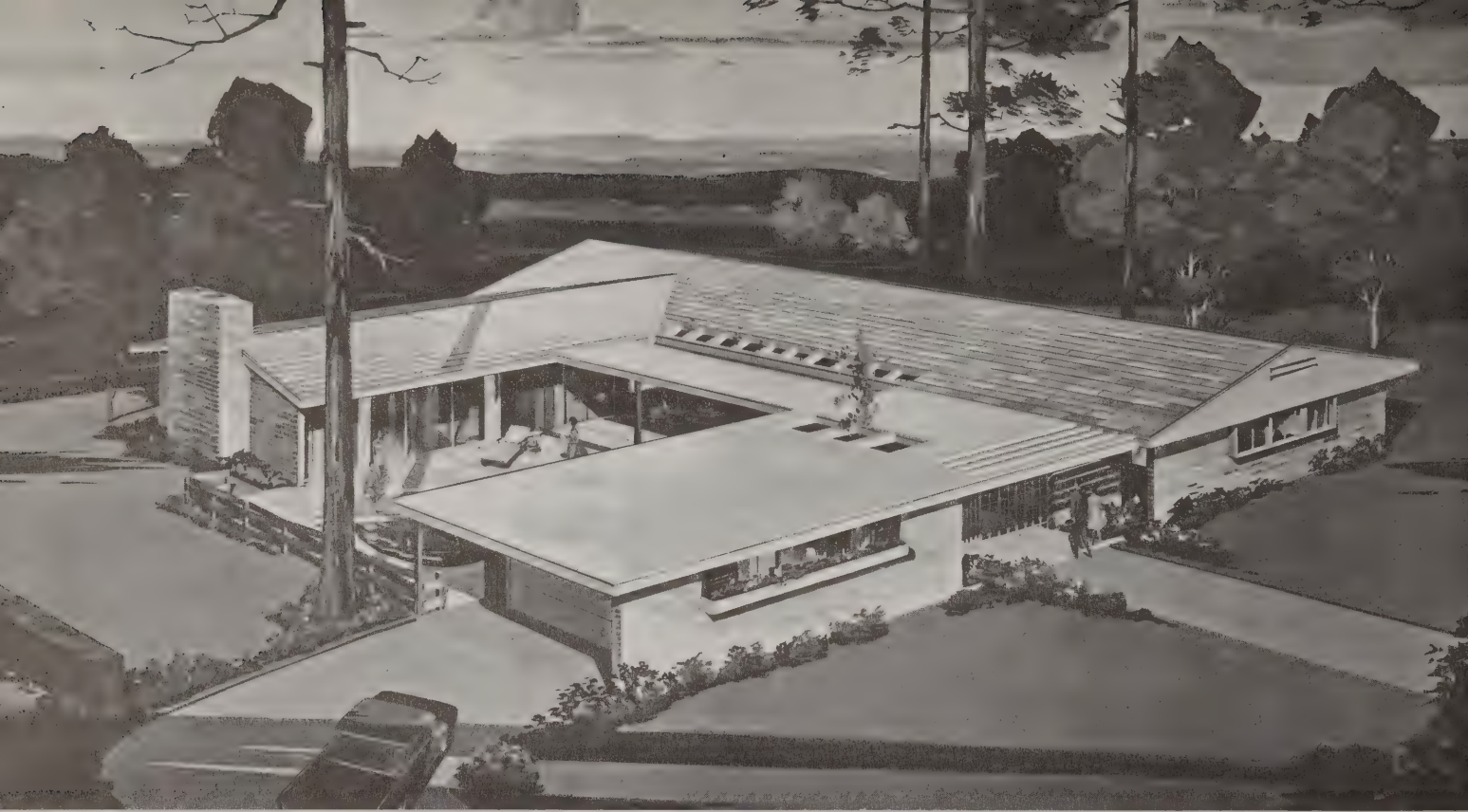


sunken living room

**PLAN P-683**—House area 1867 sq. ft. a new angle in home design is presented in this large farmtype residence. The garage is turned about 20° which allows the house to be located at various angles on the property without making it look out of line. The driveway may sweep across the lawn past the front entrance with this arrangement. The interior is full of pleasant surprises . . . a sunken front to rear living room, private master bath with dressing area and access to porch, glazed hot house for the plant enthusiast and private den off breezeway.



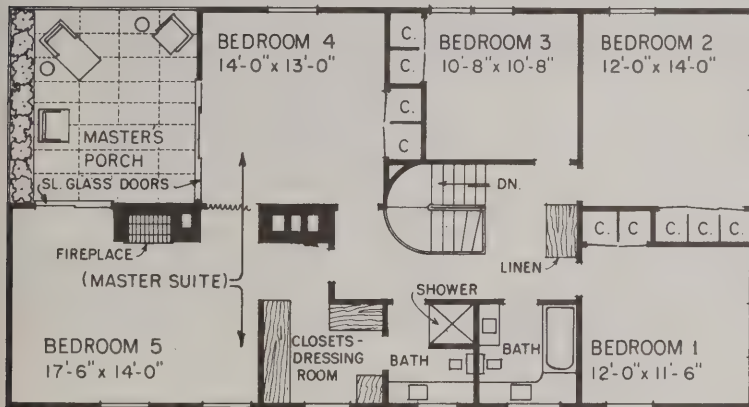




**PLAN P-799** — House area 2,127 sq. ft. A four bedroom ranch home with the romance of the Spanish courtyard designed into its center. Decorative concrete block grille and wrought iron gates provide a dramatic approach to the covered walk and poolside. Many other desirable architectural features are designed into this prestige home . . . bath with direct access to outdoors for

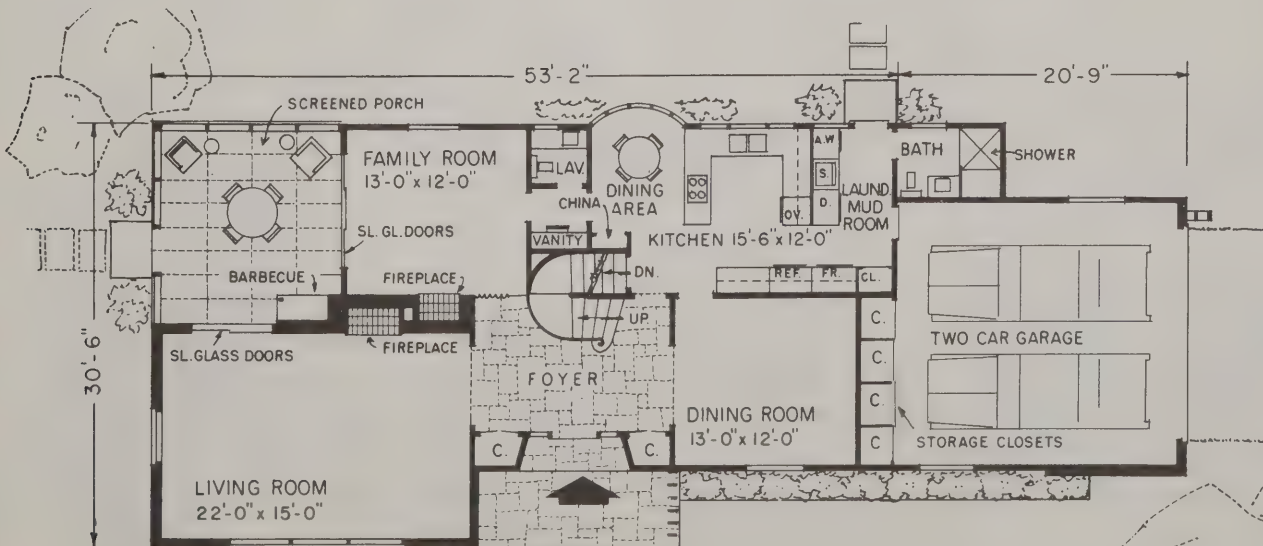
pool use, combination kitchen-family room, generous closets, long, recessed porch for bedroom use, three baths, 70 square foot foyer with flagstone floor, sunken bedroom or study and isolated living room with double exposure. Garage, which appears to be directly connected to house is actually 13 feet away.





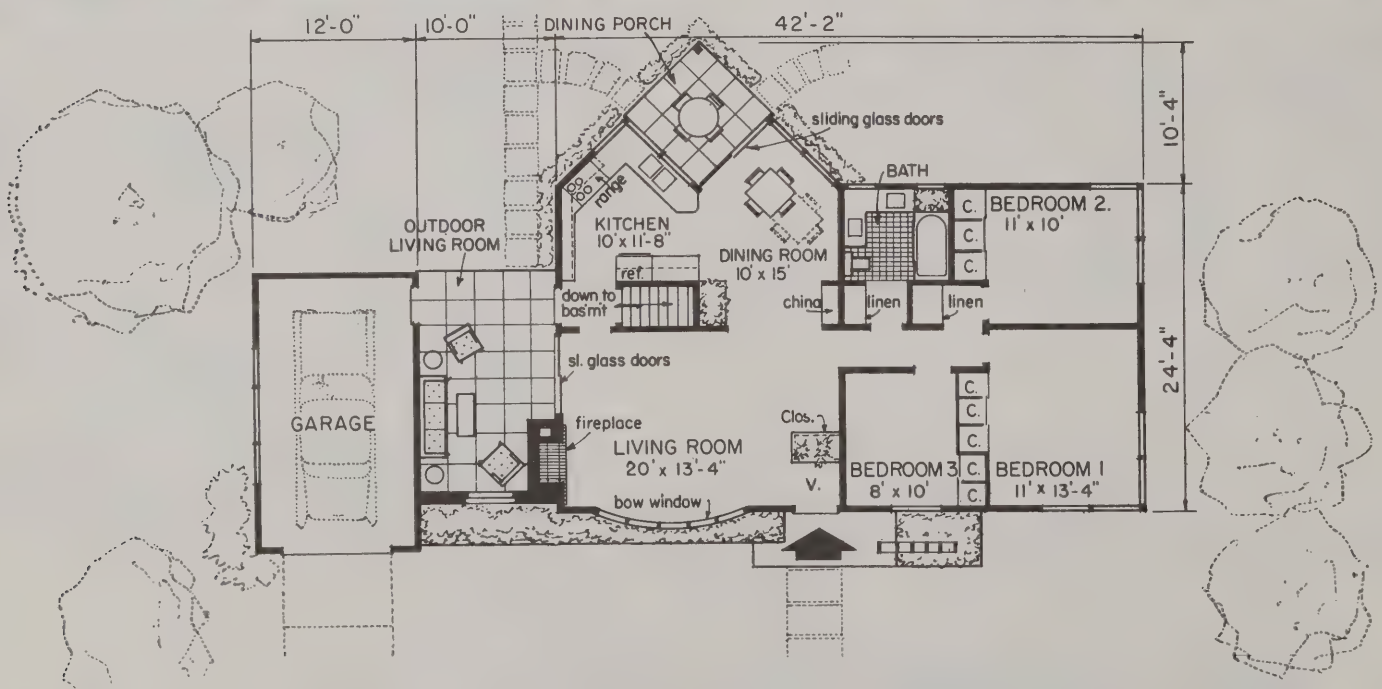
Second floor plan

**PLAN P-834**—House area 1,261 sq. ft. on first floor; 1,360 sq. ft. on second floor. A two-story home with long, low lines sounds like a contradiction, but this home proves a skilled architect can do it. The secret is in the sleek roof line, the disciplined repetition of the six upstairs shuttered windows and the imaginative use of exterior materials. The covered entry flows into a spacious foyer which funnels traffic directly to formal, informal and housekeeping areas. An upstairs porch adjoins the master bedroom and one other bedroom, and serves as the roof for a downstairs dining porch.



First floor plan





**PLAN P-698**—House area 1133 sq. ft. Here is a modest sized home with a dramatic flair. Designed into the rear, the kitchen and dining room project in a double diamond forming a porch between the two. A good portion of this area is glazed for unrestricted view of lake,

lawn or garden. An interesting but simple roof sloping down and back covers the entire area. Connecting outdoor living room and garage extend the house length to an impressive 68 feet. Note log burning fireplace, bow window and dual lavatory bath.



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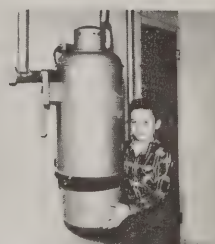
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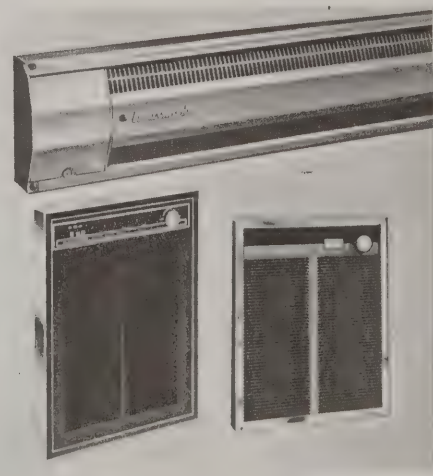
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# Should you build with a basement -or without?

■ For a time—during the peak years of the building boom following World War II—there was a distinct trend away from building houses with basements. In the rush to provide minimum shelter at minimum cost, builders found it quicker and cheaper to build houses on concrete slabs.

Many of the purchasers of such homes quickly concluded, when they started looking for storage space, that doing without a basement was not an entirely sensible economy. As a consequence, the trend has been reversed, and today, most new homes have basements—at least in those areas of the country where basements are traditional and where building lot conditions permit them.

There are arguments both for and against including a basement in your building plans. Designers who deride the idea of a basement generally do so on the basis that the space is not very useful because it is dark, damp and poorly ventilated. (This need not be the case with today's building techniques). On the other hand, those who feel that a home should have a basement whenever possible cite these advantages:

1. Basement space is far less costly per square foot than

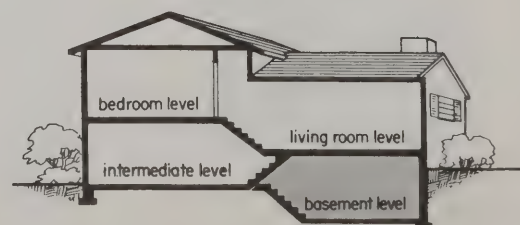
additional grade-level space—often only 20-30 percent of what you would have to pay to expand the basic house by an equivalent amount of space.

2. Though not entirely appropriate for full-time use as living space, the basement is ideal for a number of essential functions, such as housing the heating system and other utilities, workshop where you can spread out, and storage for out-of-season or seldom-used items.
3. If desired, basement space can be finished as a playroom for youngsters at little cost...and assuming it has an acoustic tile ceiling even the antics of teenagers will not disturb their more sedate elders upstairs. A second kitchen is also quite popular.

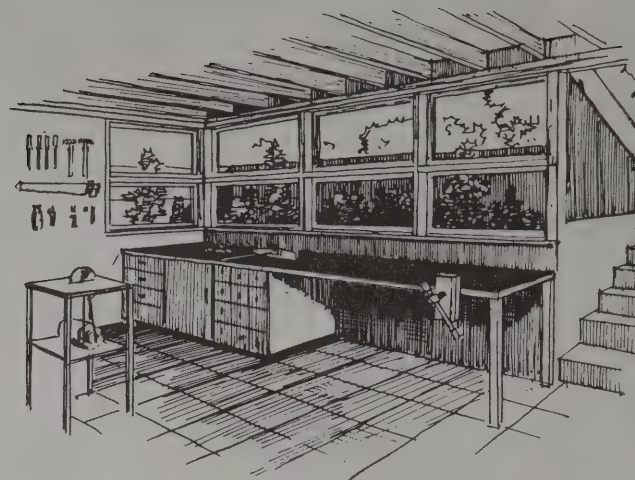
Considering the question from all sides, and adding up the merits and demerits, we feel that a basement is a very sound investment where the type of house and lot conditions permit. Consistent with this belief, every one of our home designs of the ranch, Cape Cod and two-story types includes provisions for a basement. In the event you cannot excavate to provide a basement, an experienced contractor can make the adjustment with some guidance from a local professional.



one story



split-level





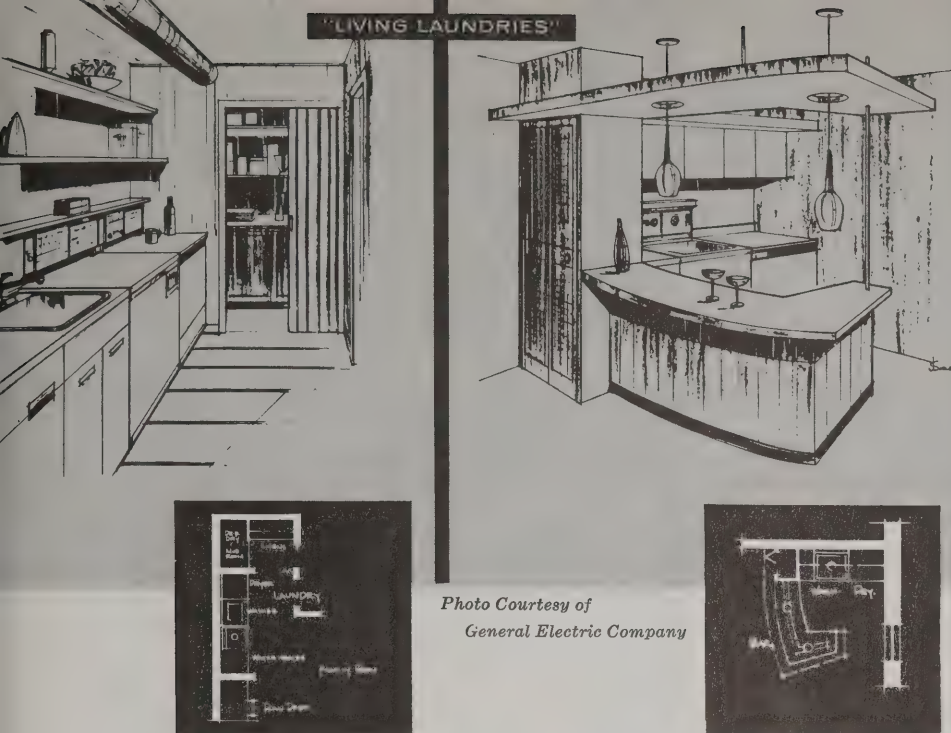


Photo Courtesy of  
General Electric Company

*Convenient location,  
efficient layout  
ease the work of washday*

## How to ease washday chores

■ As any hard-working housewife and mother knows, the laundry is one of the most important areas of the house—far too important to be treated as an afterthought in the basic design of a house. With the right location, proper layout of facilities for an efficient work pattern, and up-to-date appliances, washday can be nearly as carefree as any other day of the week.

The first big question in regard to the laundry is where to put it...and poll after poll has brought back a chorus of answers from modern women with one central demand—"Anywhere but the basement." Rightly, homemakers have concluded that it makes little sense to carry several tons of soiled clothing and linens down a long flight of stairs every year and then back again to the bedrooms and other areas where freshly laundered things are stored.

Following this line of reasoning to the ultimate, some designers have placed laundry equipment in the bedroom area—in a bathroom, or even in an oversize closet. This makes sense in one respect—it reduces to a minimum the task of carrying laundry back and forth. But it makes it difficult for the homemaker to coordinate the washing and drying work with her other household chores. Thus, most women and their friends who design homes have determined that a compromise is in order...and that for most families the ideal laundry location

is in the kitchen area, where other household work is concentrated.

Design requirements for the laundry are much like those for the kitchen, although on a smaller scale, of course. Suitable space should be provided for today's automatic washer and dryer, and provisions made for the special wiring and plumbing they require, plus the vent and gas line that some models of dryers need.

It's a good idea to include a laundry tray (a deep sink especially designed for the laundry) for the occasional hand-scrubbing that grease spots, grass stains and the like make necessary. Also, storage cabinets should be provided for soaps and other laundry supplies...and keep in mind that a king-size box of the latest miracle laundry detergent won't fit in a pint-size cabinet.

Countertop space at the same height as the washer and dryer makes the job of sorting and folding clothing a less taxing physical exercise. Special attention needs to be given to the lighting, also. Good general illumination of the room—as from a fluorescent fixture—is recommended to help enable you to judge the results of your washday work.

Floors and walls of the laundry should be surfaced with materials that are washable and resistant to stains or moisture damage. The floor area should be sufficient to allow space for ironing in the same area.



*"Family Room" should offer more than space*

## How to plan for family activities

■ Most of the home designs in this issue—in fact most plans available today—have good-sized rooms or as are designated as family rooms or recreation rooms. This thoughtful provision by the architect recognizes a profound change in the living pattern of the American family over the past two decades, since World War II.

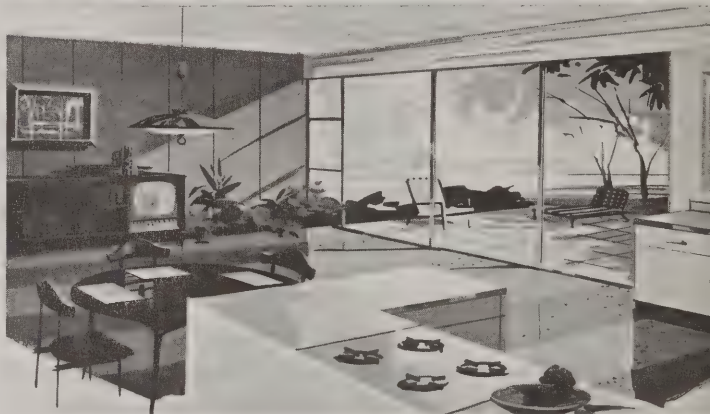
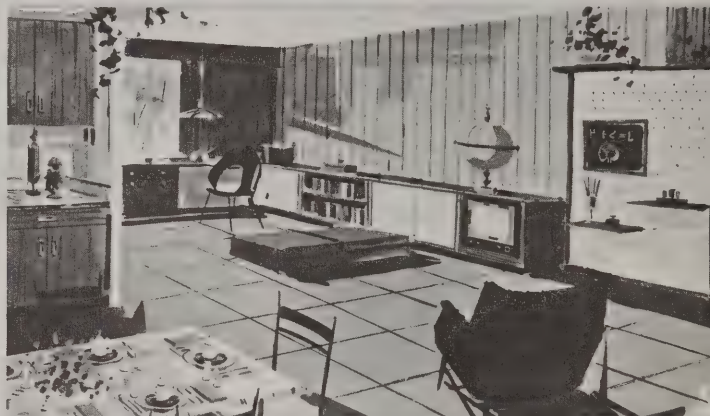
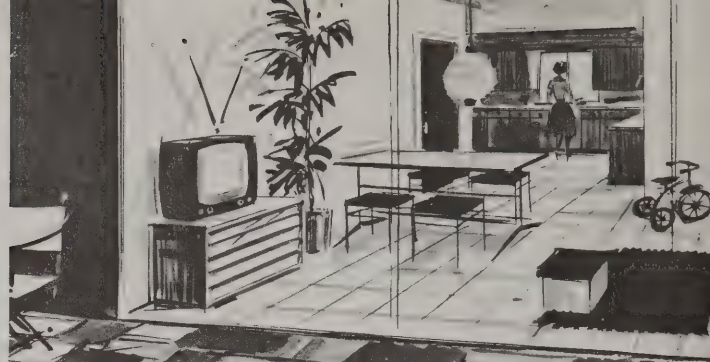
Today, at least in theory, the average family has more leisure time than just a generation ago—and a greater proportion of leisure time is being spent at home. In countless millions of cases, the home has become a veritable entertainment center, with emphasis on electronic fun—television, record players and recorders, home movies and the like. Industry sources also report a great boom in musical instruments, home-type sports equipment, photography paraphernalia even the "parlor games" that were thought to have gone out when the automobile came in.

Hence, the family room has emerged as the center for such activities because the living room obviously won't do, if it is to remain uncluttered for more formal entertaining.

To be fully successful in serving its objective as a center of family activities, a family room must of course be more than a bare room. Here are some of the elements you should consider:

**STORAGE**—Take stock of the type of indoor activities enjoyed by various members of your family and inventory the material and equipment required at present and likely to be in the future. Many of these items—a movie screen, for example—present something of a storage problem. Specially designed built-in storage units are in order to eliminate this problem and to make sure the room will be as clutter-free as possible.

**MEAL SERVING**—Normally, the family room is adjacent to, or perhaps part of, the kitchen. Thus, the architect has taken care of the main requirement of meal serving-proximity. But you will want to give attention to such additional conveniences as, perhaps, a built-in snack bar, a special refrigerator for ice cubes and cold drinks, a bar sink. All of these are appropriate to the desired informality of the room.



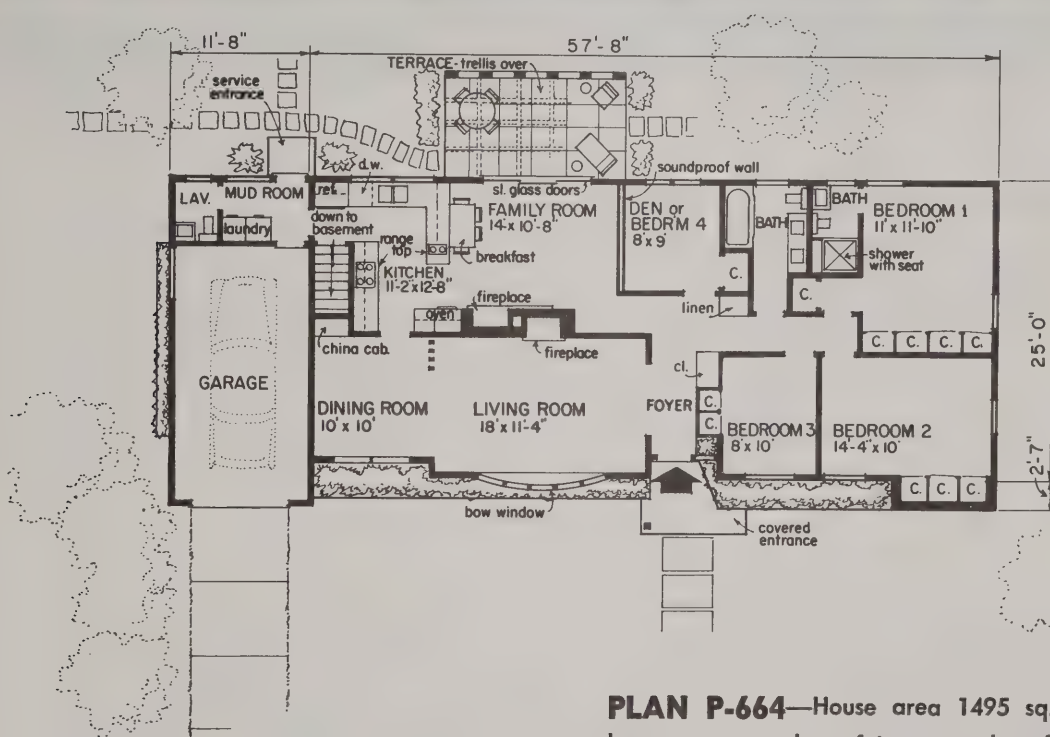
**MAINTENANCE**—That family room is best which is easiest to clean. It should be a place where you can relax and have fun without worrying too much about spilled things or heel marks. Floors should be easily cleaned vinyl-asbestos or vinyl tile. Walls should be pre-finished paneling or similar easily maintained surface material.

**COMFORT AND CONVENIENCE**—Unless your home is to be centrally air conditioned, you should plan to include a room unit in the family room, where everyone will be spending a great deal of time. It's a good idea, too, to include bathroom facilities, or at least a powder room. An extension telephone is another item of equipment you will appreciate.

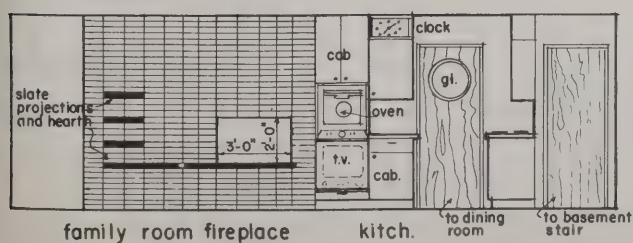
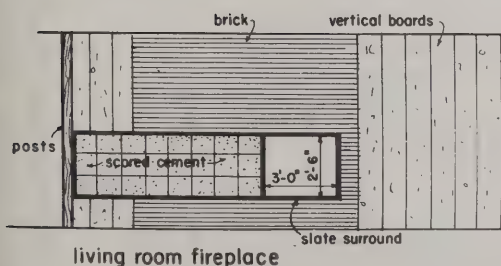
**FURNISHINGS**—This is not the place for priceless antiques unless yours is an unusually restrained family. Plan to furnish the family room with sturdy, casual, washable furniture to minimize maintenance and cleaning work.

As its name suggests, the family room is for the whole family to enjoy. A little pre-planning on your part—in addition to that already done by the architect—will insure that it lives up to the challenge.





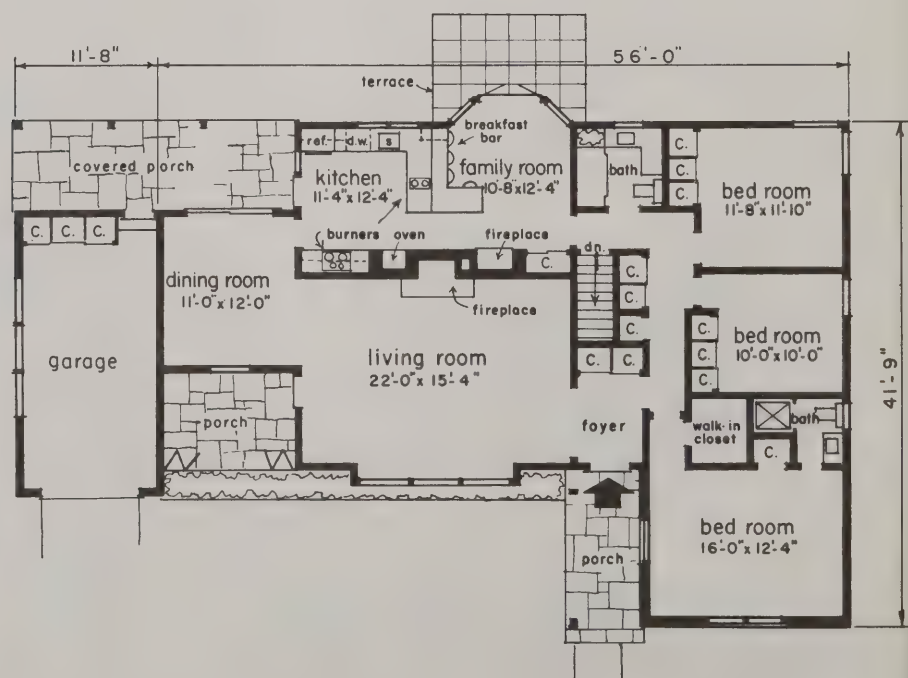
**PLAN P-664**—House area 1495 sq. ft. Home ownership has a great number of important benefits both actual and mental, often overlooked by the non owners . . . security — sound investment — pride of possession — unrestricted privacy — prestige — physical fitness — all around improvement for children — development of hobbies — improvement of skills — satisfaction of accomplishments and many more. This 3 or 4 bedroom design will, of course, offer all these benefits plus many individualized features to make life more pleasurable and interesting . . . a covered front entrance to keep the rain off — a foyer to greet guests properly — a family room for informal family gatherings — a modern, efficient kitchen to save steps and lighten chores — a close by laundry room with automatic machines to eliminate the wash day bug-a-boo — a private master bath to insure complete privacy — a soundproof wall to restrict family room noise from the den or bedroom. Interesting fireplace designs are shown at left. Living room unit is a unique combination of brick, vertical boards, scored cement and slate.



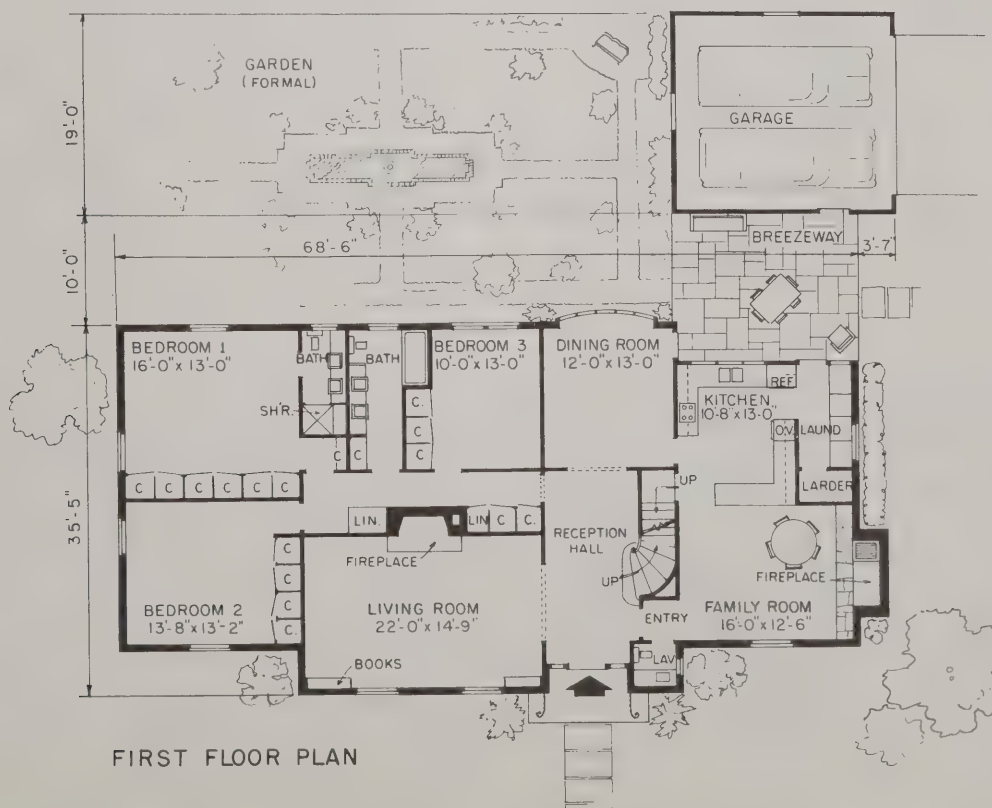
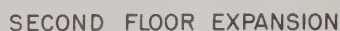
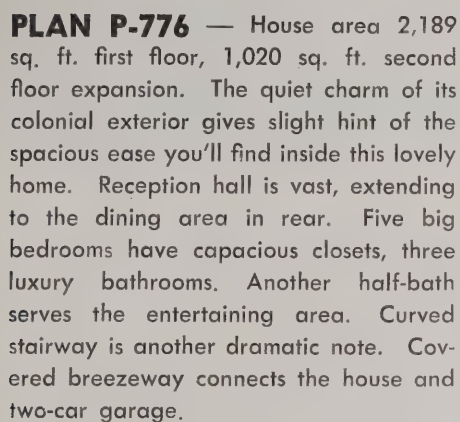




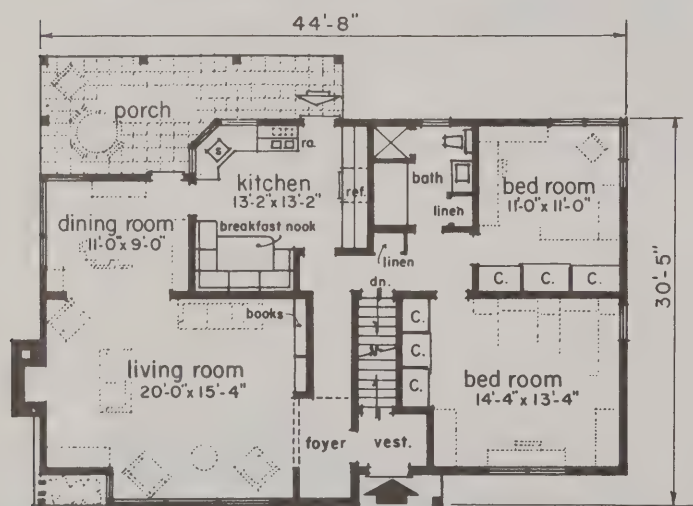
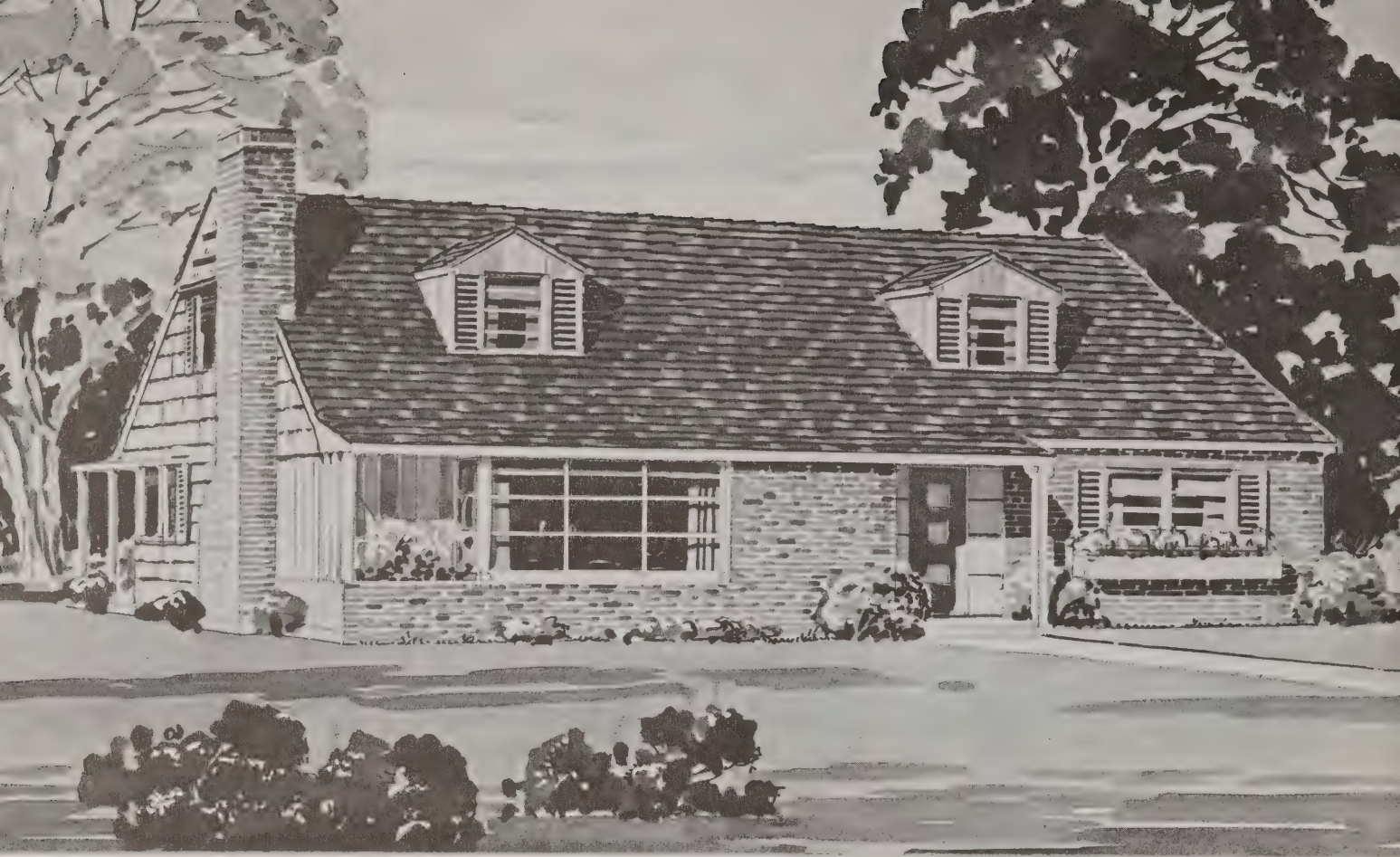
**PLAN P-500**—area, 1662 sq. ft. . . . . Family-room kitchen is the outstanding feature of this splendidly livable ranch plan. Bay window overlooking rear entrance makes an excellent look-out point for keeping track of youngsters' activities. A fireplace and a breakfast bar are extra pleasant additions to the family room. Outdoor living plays a prominent part in the house plan—one porch at front, to be closed off by shutters for privacy; a secluded rear porch for entertainment and open-air meals; a terrace for suntime fun. Storage space is lavishly supplied and strategically located.



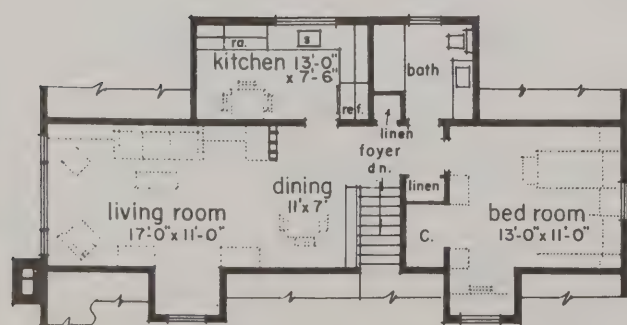








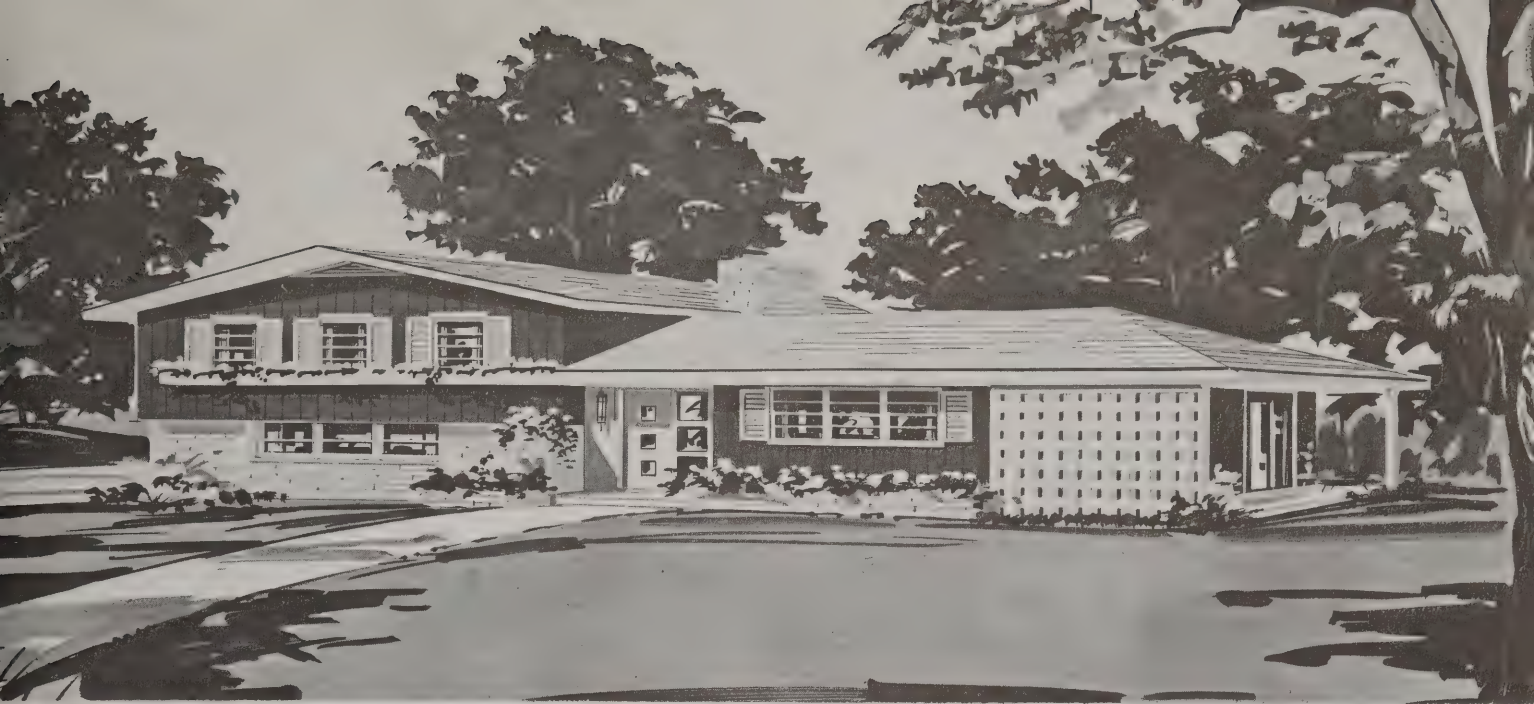
FIRST FLOOR APARTMENT



SECOND FLOOR APARTMENT

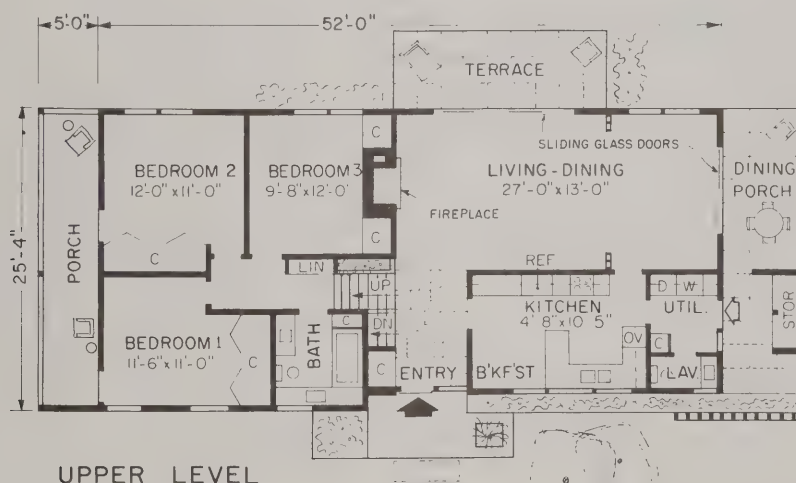
**PLAN P-296**—House area first floor 1256 sq. ft., expansion attic 751 sq. ft. Recognizing the fact that there are many families who desire their own home and yet need to derive an income from it, this house was designed with flexibility to serve either as a one-family or two-family accommodation. Versatile planning is registered in the layout of this modest dwelling. First of all it has the quality of expandability. As a one-family home, it can be started out as a two-bedroom, one-bath plan, and later be expanded to four or even five bedrooms and two baths, if a growing family should so dictate. Meanwhile, if a supplemental income should be needed, it affords easy conversion to two-family usage, the lower floor providing a five-room and bath suite, the second floor, 3½ room and bath quarters. Complete comfort of the modern, well-planned one-family house is achieved in the first floor arrangement. Living room boasts the luxury of a fireplace, a large bay window and handy built-in bookcases. Large kitchen is efficiently laid out to save steps, while still providing a plentiful amount of counter work space and ample cabinets. Note the convenient breakfast nook, and the easy accessibility of both the kitchen and dining room to the covered outdoor porch where enjoyable meals can be served in the warmer weather. Architect's drawing above shows the true attractiveness of this 1½ story dwelling. In plan layout at left, notice the weather-protected entries, both front and rear, and the vestibule serving upstairs and downstairs. Note also the ample closet space provided.



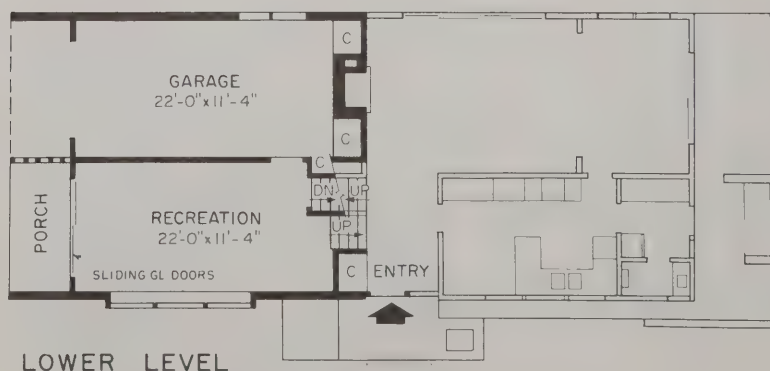


**PLAN P-798** — House area 1,256 sq. ft. on living and bedroom levels. Exceptional interest in the exterior design of this split level home will insure a continued high value for years to come. The attractive decorator grill in front of service porch provides privacy and is made of maintenance-free

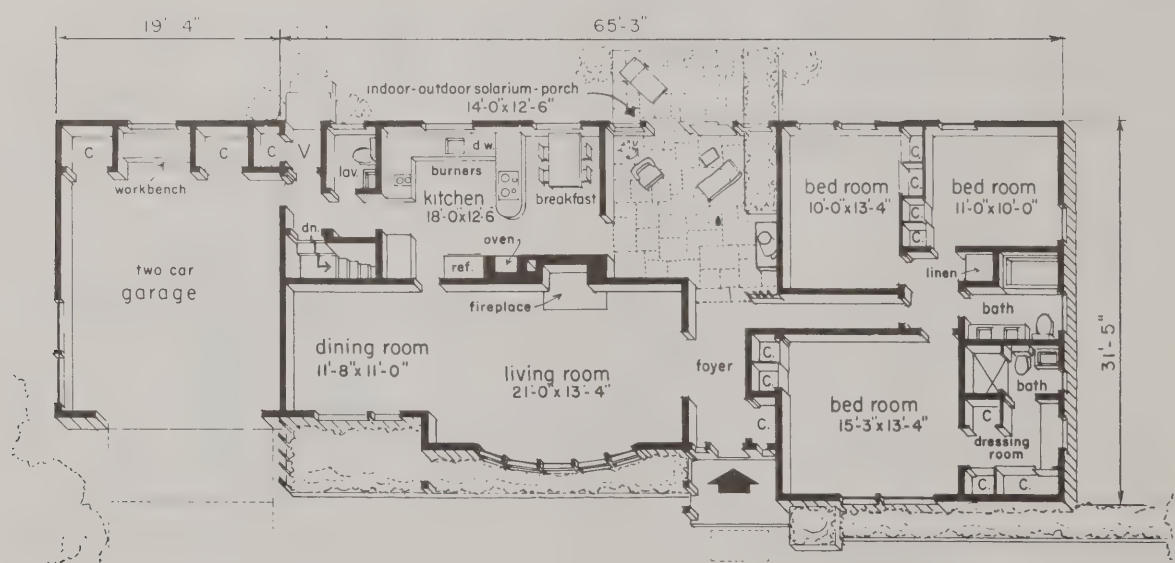
concrete block. Extension of front face of bedroom level hides the porch behind which serves bedrooms 1 and 2. Access to steps to both recreation level and bedroom level is from foyer reducing thru-house traffic.



**LOWER LEVEL** under bedrooms is bonus space in most split levels, this area can be constructed at a far reduced cost. Note how well circulation is controlled from entry to recreation to garage to basement; full basement is under living level.



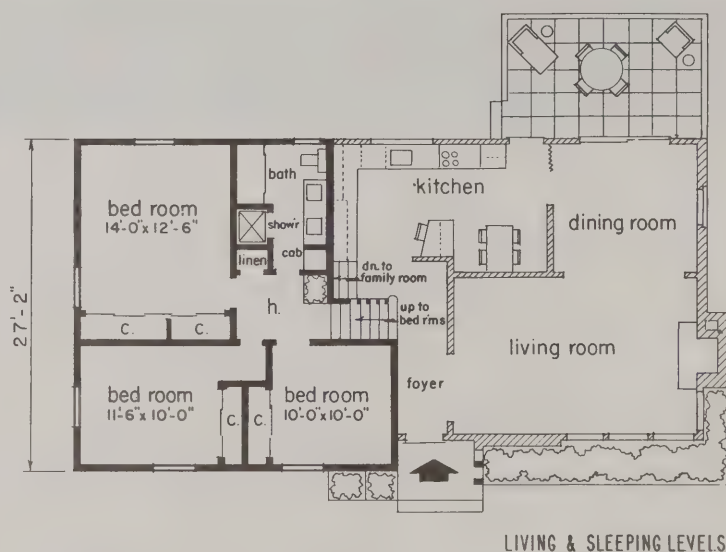
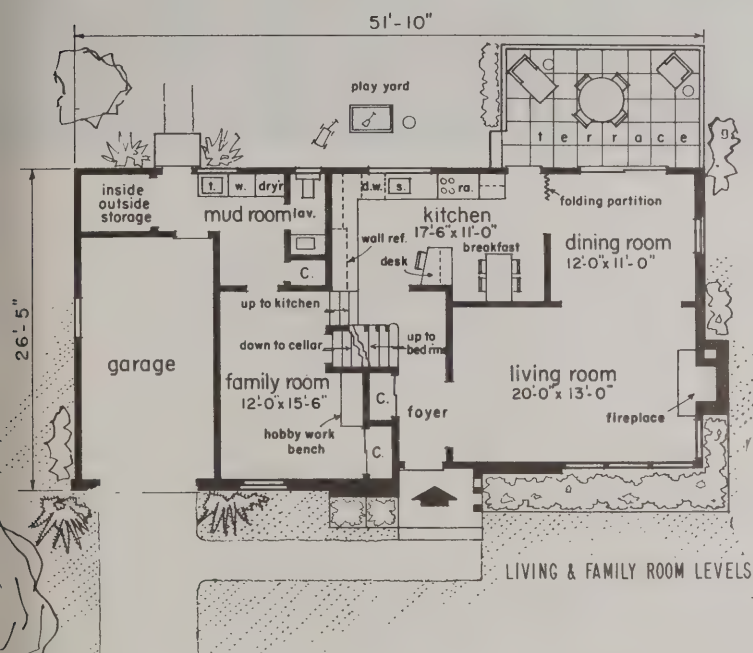




**PLAN P-503**—area, 1,823 sq. ft. without garage. Every room in this big ranch is large, but for all its size, it's designed to get the most for the money. Centrally located indoor-outdoor family room is easily accessible from any part of the house. Sliding glass doors provide a view of the out-of-doors at all seasons and open up to convert the whole room into a porch. Sweeping, floor-to-ceiling bow window and a generous fireplace give the living room two dominant points of interest. Kitchen is built on the same generous scale. Lavatory is convenient between kitchen and rear vestibule. Master room stars with a full bath big dressing room; if you don't need extra closets, turn them to the foyer.

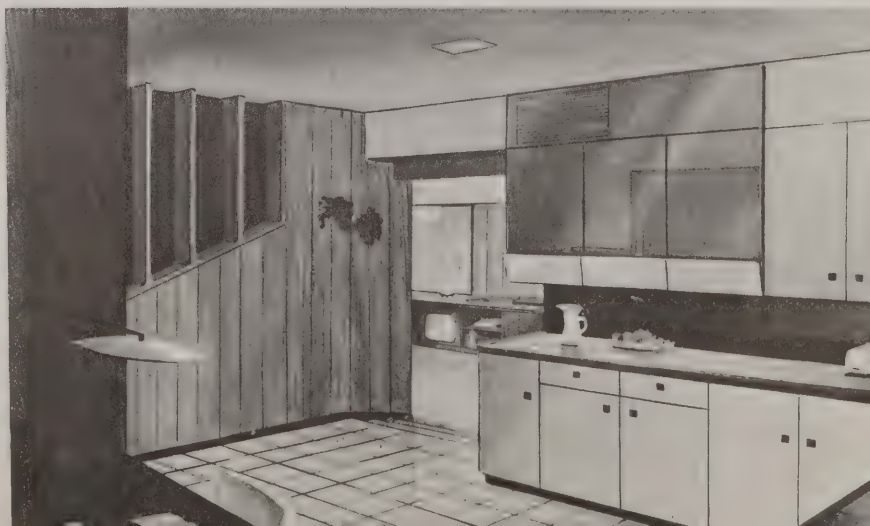






**PLAN P-571** — House area 1,374 sq. ft. (living and bedroom levels). "Conservative modern" describes this sensible, well designed split-level home. Its grade-level area includes a good-sized family room with adequate space for a hobby work bench or home office, plus a roomy mudroom-laundry, half-bath, big storage areas and garage. Rear kitchen faces play area for easy supervision of children. The separate dining room will warm many a housewife's heart. Big closet space and a twin-lavatory bath make the bedroom area unusually livable. Large breakfast space and efficient L-shape meal-preparation area round out the picture of practical, carefree living.

Architect's drawing below shows spacious kitchen conveniently located for snacks in the family room beyond.

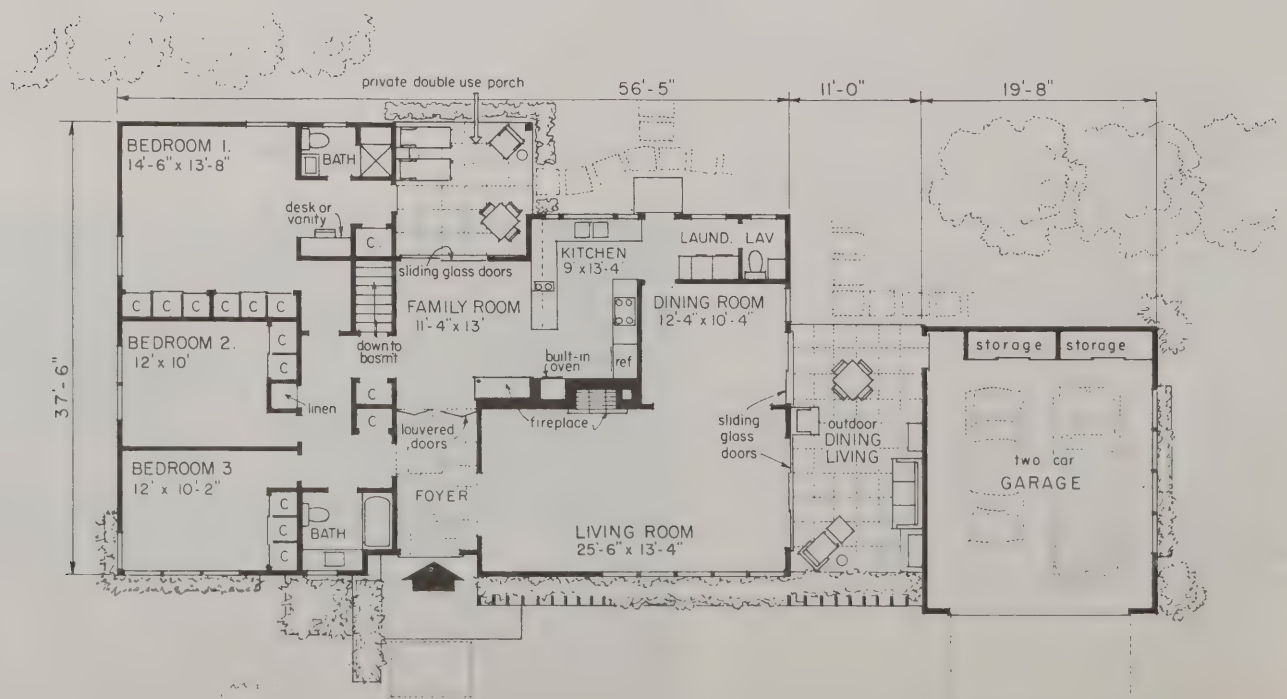






**PLAN P-712**—House area 1,797 sq. ft. Long, low ranch with an elegantly modern exterior, this home has three good-sized bedrooms, 2½ baths. Outdoor living facilities are featured; one private rear porch is accessible from both the family room and the master bedroom. Outdoor dining-living room is protected from weather by roof extending from the house over the garage, and sheltered from street view by the planter and

vertical posts. Well-planned kitchen-family room area is wide open, giving the informal area a spaciousness nearly equal to that of the living room and dining room. The family room is screened from the slate-floored foyer by folding louvered doors. Over-all length of the house is over 86 feet, so a wide lot is required, if built with the two-car garage in the location shown.

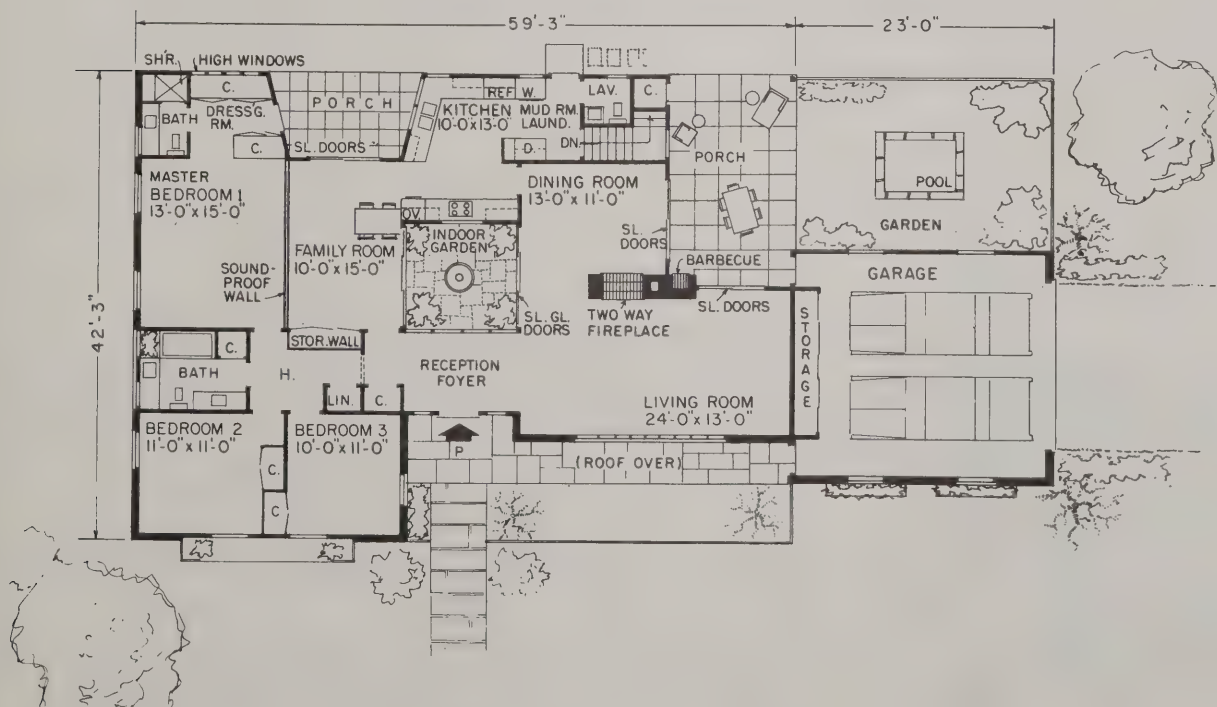






**PLAN P-761** — House area 1,867 sq. ft. The southern colonial exterior of this lovely home surrounds an interior touch reminiscent of old Spain — an indoor garden on view from every part of the living area. The garden attractively divides the living area into its four principal rooms. Outdoor living is provided in two locations — a porch off the family room and master bedroom and another porch off the living and

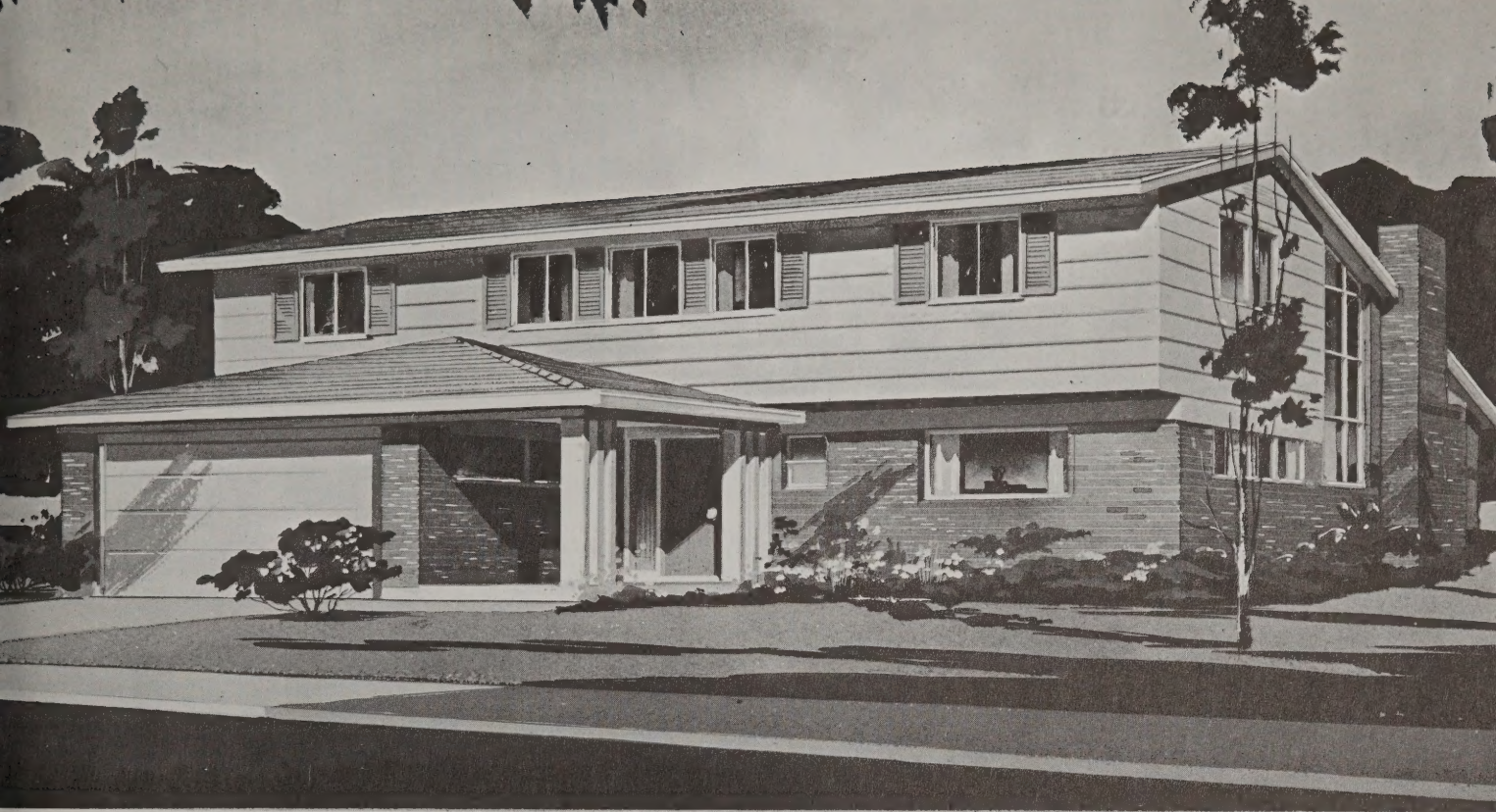
dining room. An adjacent fenced-in garden area includes a reflecting pool. Two-way fireplace dominates the living-dining area; outdoor barbecue takes advantage of the same chimney. Two full baths in the bedroom area, plus a half bath near the service entry, serve all parts of the home conveniently. Exterior is white-washed brick veneer.



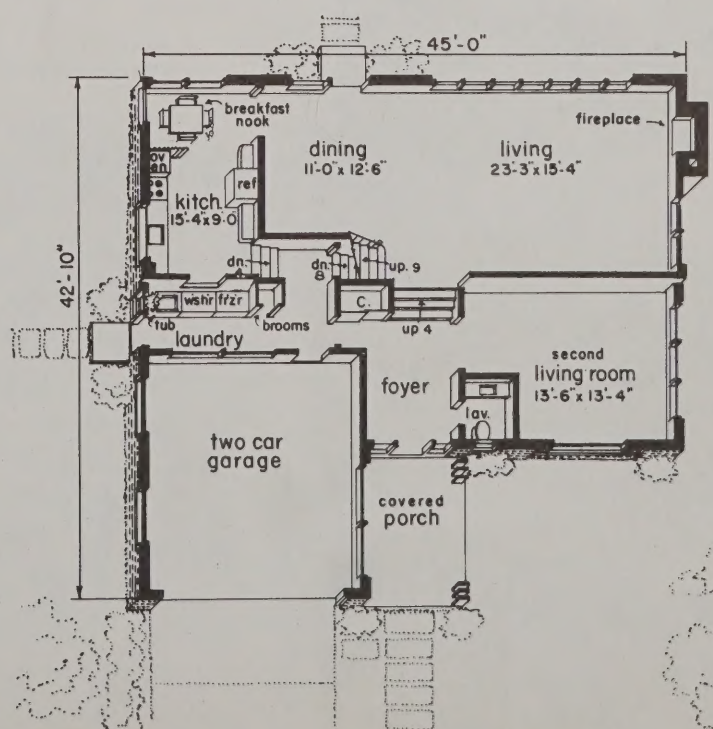
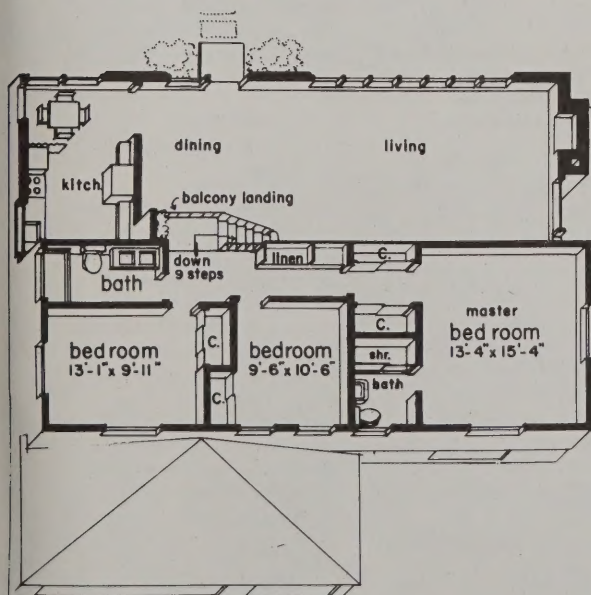








**PLAN P-435**—House area 1459 sq. ft. on living and bedroom levels. Split level home of unusual design provides extra livability at every turn. Costs are cut by borrowing space from the basement at front grade level for a spacious entry foyer, powder room, second living-family room, and part of the garage. Levels are split from front to back in a captivatingly styled home that makes more contributions to easier and better living than it seems possible one house could supply. The two-story front elevation raises the bedroom level for more privacy. Main living area, at first-floor level to rear, follows the modern preference for open planning. Living and dining are combined in one huge room, providing complete flexibility for any type of entertaining. Over-all spaciousness of the area is enhanced by the high cathedral ceiling, and there are several distinctive architectural features — window walls, a handsome Bermuda-type fireplace, and the charming balcony landing that leads to the bedrooms. Down just four steps from the main living area is the extra living-family room, served by a lavatory that is equally handy as a powder-room for guests entering through the foyer. The second room may be turned to almost any use — family living, hobbies, children's play, teen-age entertainment center, or extra space for the overflow from a big gathering. An outstanding feature of the plan is the ease of movement through it. Note the number of entrances and easy traffic flow with just a few steps up or down.







## What clients say about the plans ...and their new homes



*"We have about completed our home from your plans. We just love it and everyone who sees it thinks it is beautiful."*

Plan #9669

Mr. B. V. W.  
Cranbury, New Jersey

*"In January 1961 we finished building your house plan. As you may remember this is a beautiful split level home, and we have been very happy living in same."*

Plan #9589

Dr. J. W. S  
Monticello, Kentucky

*"This is just to let you know that we have built this house, as per your plans; this is a wonderful houseplan, we are very happy with it."*

Plan #P-776

Mrs. W. J. W.  
Bethesda, Maryland

*"The working drawings, specifications, etc., which you supplied were found extremely helpful so that it was no problem to build a house which has proven most practical and highly satisfactory. Should you require other photographs or information I shall be pleased to supply same."*

Plan #9558

Mr. M. P. R.  
Isle Maligne, Quebec,  
Canada

*"Have just completed my fifth house built from your design. Converted for year 'round use they have created much interest in this area. Have ordered color photo, will forward one when I receive them, thought you might like one."*

Plan #9822

Mr. J. S.  
Lyndell, Pennsylvania

*"Our new home was built by your plan. I just want you to know it is the talk of the town; it is so lovely and so livable; it is so lovely and so interested in the changes we made."*

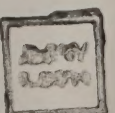
Plan #9305

Mr. J. R. J.  
Erwin, Tennessee

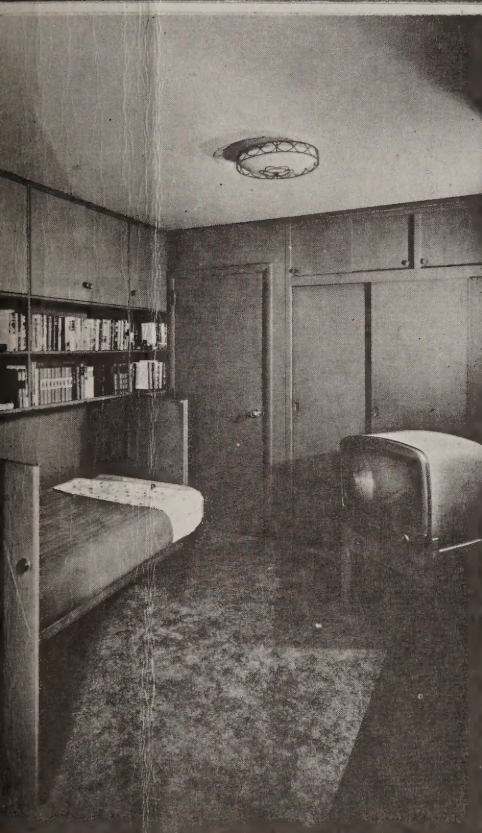
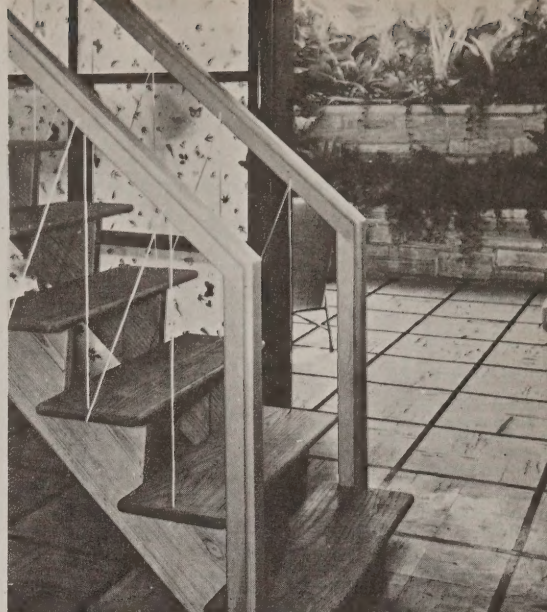
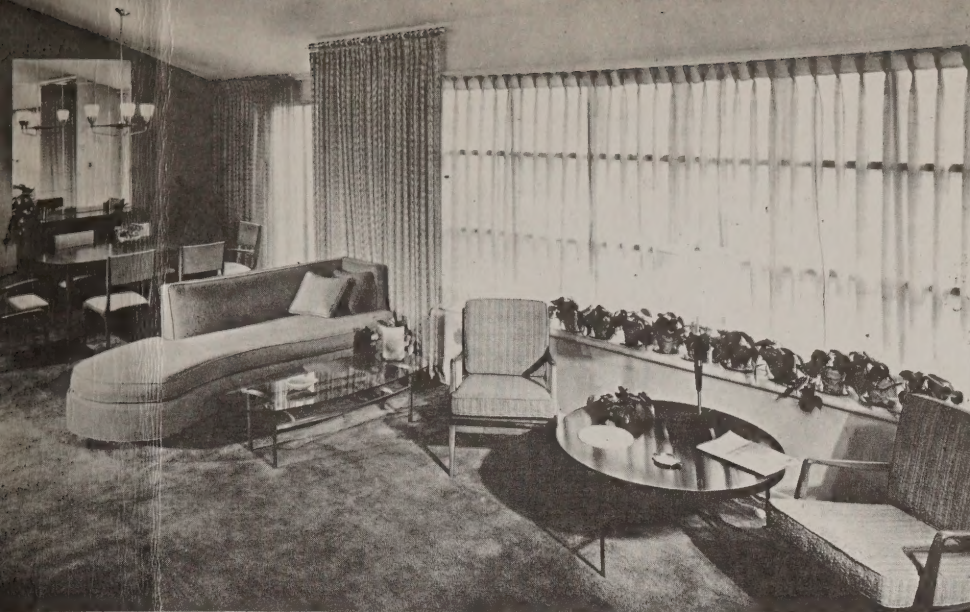
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Plan #2652

Mr. F. P.  
Hershey, Pennsylvania







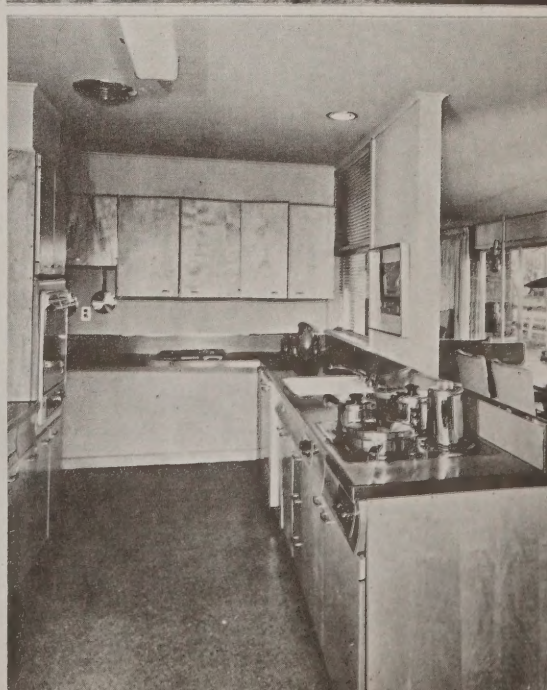
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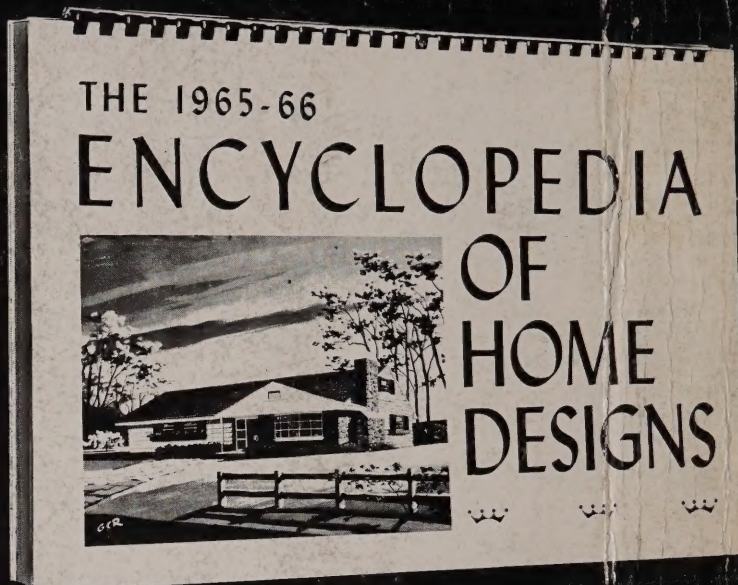
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